VOL. 6 NO. 8

JULY, 1936

AUTOMATIC WORLD

IN THIS ISSUE:

HOWDY, STRANGER! FORT WORTH FRONTIER CENTENNIAL

OPERATOR REALIZES IMPORTANCE OF COIN INDUSTRY

WATCH THOSE CHECKS

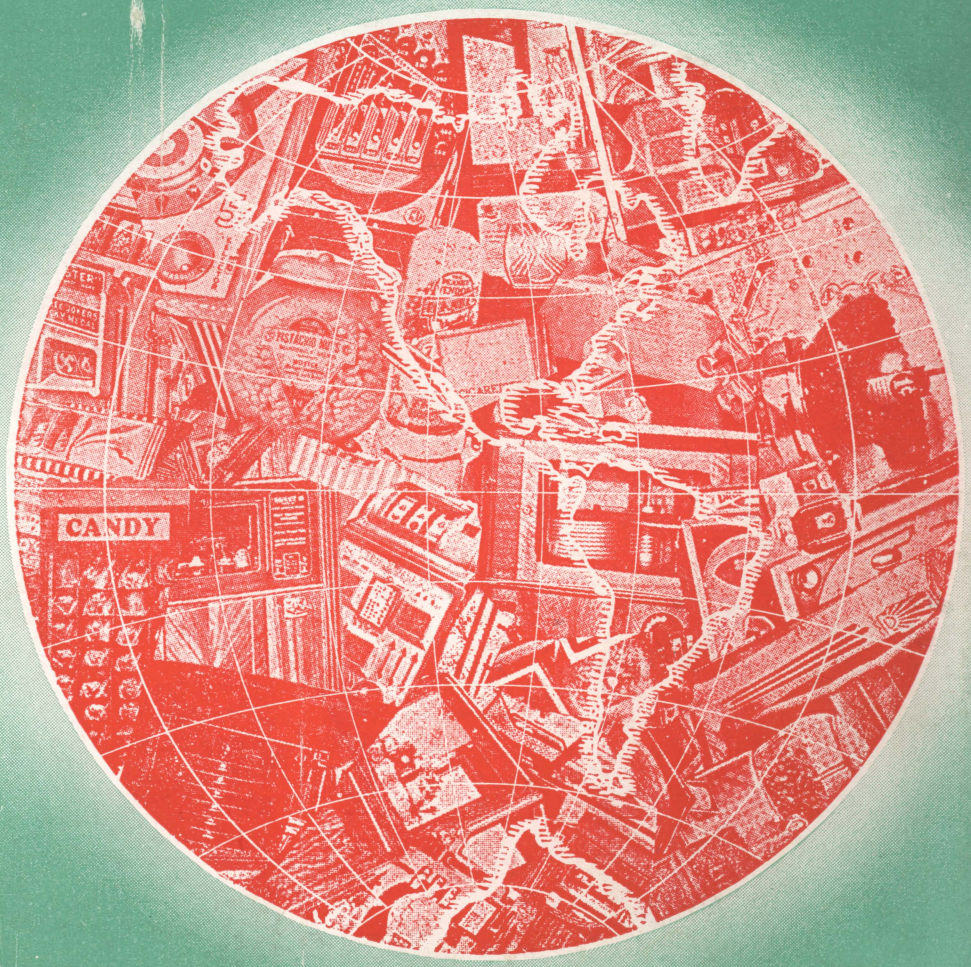
ETHICS IN THE COIN MACHINE BUSINESS

NACOMM NEWS

CHICAGO PAGE

LOUISIANA NEWS

MANY OTHER ITEMS



Entered as second-class matter June 19, 1931, at the Post Office at Fort Worth, Texas, under the Act of March 3, 1879

All Eyes will soon be on the one *real* machine of the bowling type!

Right now a machine is ready—at the ROCK-OLA plant—to be put into immediate mass production. It is fully perfected. Tested. Proved. On actual location it is accounting for itself in a grand manner.

Right today it is taking in $50.00 a day . . . and more . . . with ease!

With its many startling, original features—its superior design and construction—built in the industry's largest factory—with the finest equipment money can buy—and by the most skilled workmen in the business—its domination of the entire market is absolutely assured!

With this announcement, shrewd coin machine men everywhere will "Hold Everything" for this new ROCK-OLA sensation. And they will be in line for the biggest, steadiest profit-making ever seen in the coin machine business!

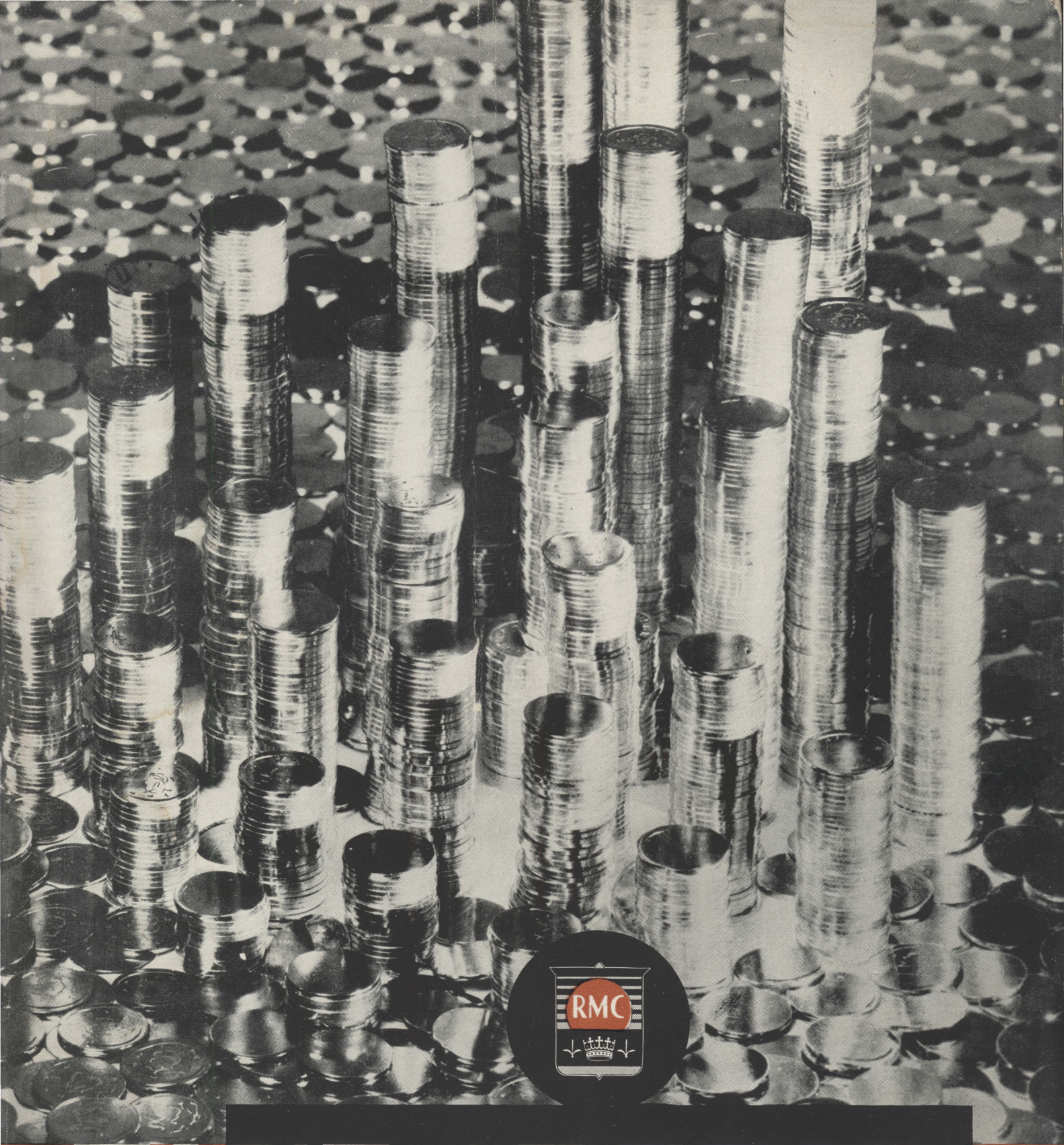
HOLD EVERYTHING!

RMC

ROCK-OLA

MFG. CORPORATION, 800-876 N. KEDZIE AVE., CHICAGO

WILL POSITIVELY DOMINATE THE MARKET



TAKE CREDIT...

and help yourself to a STAC

ONLY

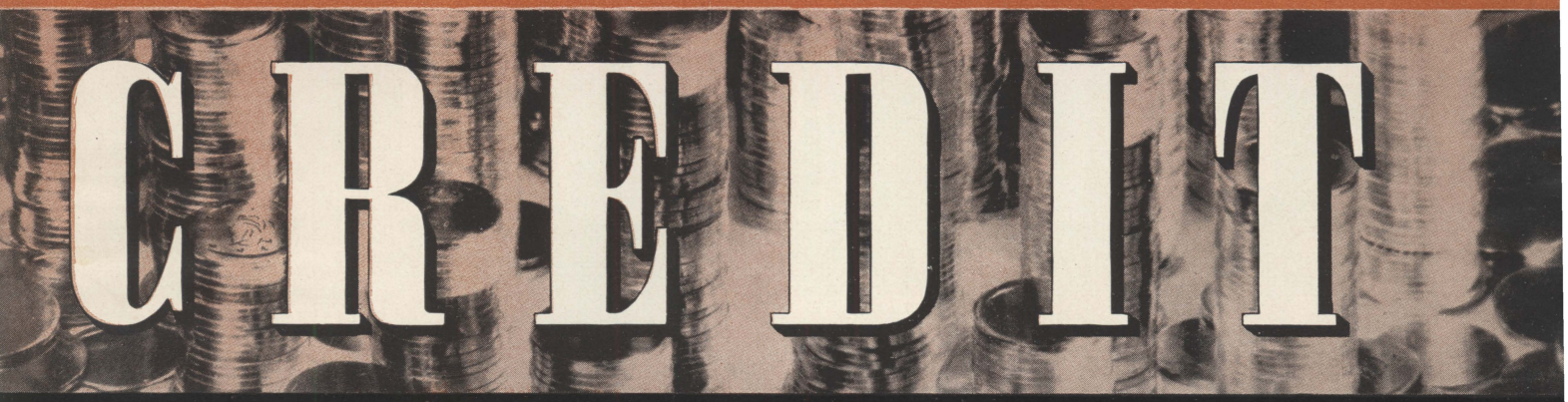
$99.50

Ticket Unit $10
Mint Vendor $10

This low price can be guaranteed only on orders received immediately!

ONE-SHOT • DOUBLE P … EAT • CREDIT FOR LOST BA

F CASH . . . *with Rock-Olas*



THAT PAYS THE PLAYER FOR LOSING!

WHEN YOU HAVE a pay-table priced far below any other table on the market—and, at the same time, a table that tops them all in appeal and earnings—then you have a perfect profit set-up that can't be beat!

That's what you have in CREDIT. You have a $150.00 pay-table for only $99.50. And you have a pay-table with definite profit-earning power!

In a few words, here's why CREDIT makes big money wherever it is placed. CREDIT LOOKS GOOD TO THE PLAYER! It looks like he can't lose. It looks like—if he keeps playing—he's bound to come out ahead!

When players feel like that—just try to keep them from playing CREDIT!

First, there's CREDIT'S big, wide-open double score hole that returns the ball to be shot again. Then, on the next shot, the value of every hole is doubled, giving CREDIT a top award of $5.00!

Then there is CREDIT'S ingenious system of registering a credit of 5c for the player every time he doesn't win! So, when he loses 10 straight, CREDIT automatically pays him 50c. And if, after losing 9 times, he makes the double score hole on his 10th shot, his credits are doubled, and he collects $1.00 . One buck just for losing!

That's not all. Players can step up and find several credits left, registered from the last player. Naturally, they keep playing for the special credit payout. And so the play goes on!

Add to these sure-play features the appeal of 17 payout holes perfectly arranged on the most colorful playing field you've ever seen . . . a huge, vivid cabinet . . . bright, flashing lights . . . a big lively ball that bounces, twists, and dodges down the field . . . and you've got the kind of play appeal and profit power that fills your cash boxes and puts bulges in your bankroll!

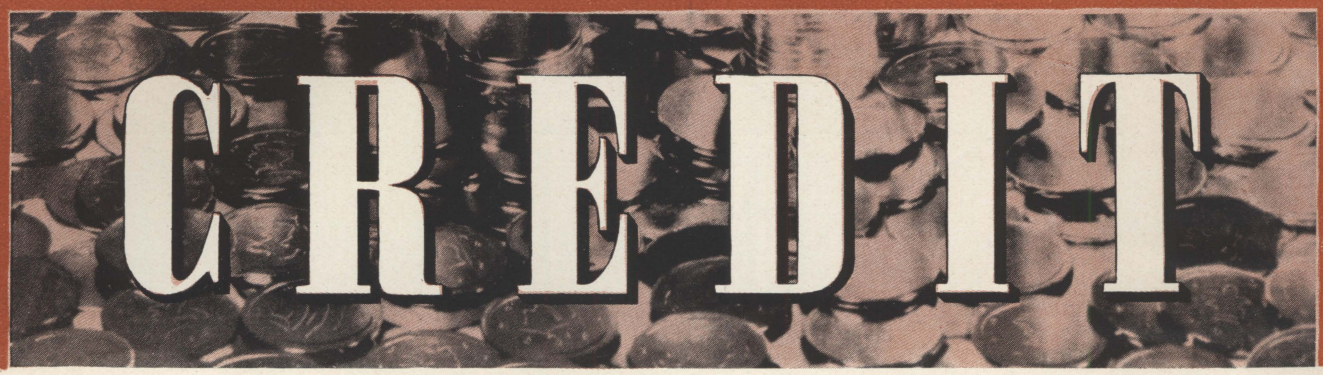
Then look again at CREDIT'S exceptionally low price and see where you're saving at least $50.00 over any other table on the market. We cannot guarantee how long this price will be in effect. So protect yourself by ordering enough CREDITS now to cover all your locations . . . immediately!

ROCK-OLA MANUFACTURING CORPORATION

800 NORTH KEDZIE AVENUE, CHICAGO, U. S. A.

EAL • COLOR • FASCINATION RMC ONE-SHOT • DOUBLE PAYOUT • FREE

GIVE YOURSELF



✓ for picking the ONE table with these Profit Features

Give yourself credit for picking pay-table features that count. Features that mean money to you. Features that mark the difference between just another table and a pay-table worth getting behind 100%. Read these CREDIT profit features—and take credit for picking a real winner when you see it!

Cabinet by ROCK-OLA! *CREDIT'S cabinet is designed and built by skilled craftsmen in ROCK-OLA'S own woodworking plant. Designed by specialized architectural artists for true beauty and appeal. Built by trained woodworking experts—using the latest and most efficient machinery—for rugged, permanent strength! 50 inches by 24 inches. A beauty and a giant!*

Universal Pay Unit! *Developed after years of research and engineering in the ROCK-OLA plant, the Universal pay unit is now acknowledged to be the best on the market. Best because it always works. Because it never clogs. Never jams. Because it is adjustable for fast, slow, or medium speed. And best of all because it works smoothly and perfectly—making absolutely the right payout every time!*

Universal Ticket Unit! *Also developed and perfected by ROCK-OLA engineers. The finest ticket unit in the business—far in advance of any other ever used. The scissor-type knife never wears out, never has to be replaced, and never needs re-sharpening. The Universal Ticket Unit has proved to be 100% jam-proof and clog-proof. Tickets shoot out—neat and clean—and in the right number—every single time. CREDIT comes with or without the Ticket Unit—and it can be quickly installed whenever necessary.*

Mint Vendor! *The Mint Vendor can also be installed whenever desired. Mints are vended on money only!*

In-A-Drawer Mechanism! *Introduced first on ROCK-OLA pay-tables. A blessing to every operator!*

New Anti-Tilt Device! *Quickly adjustable to suit your own individual requirements. A perfect profit protector!*

And That's Not All! *CREDIT'S brilliant playing field is equipped with 12-way bouncing flags. It has bullet-type springs that shoot the big 1¼ inch Cateline Ball on its way. There are double-action pins. 17 payout holes—and with the double-score feature—a top award of $5!*

With all these features—features that make CREDIT a money maker of real importance—it's priced at only $99.50! At this figure, you're starting off with at least $50.00 in your favor. However, it is impossible to guarantee how long this unusually low price can be held in effect. The only way you can protect your price is by ordering your CREDITS immediately—and by ordering plenty for all your locations!

PLAY • CREDIT FOR LOST BALLS RMC APPEAL • COLOR • FASCINAT

ROCK-OLA MANUFACTURING CORPORATION

800 NORTH KEDZIE AVENUE, CHICAGO, U. S. A.

PRINTE

ALL AMERICA'S HEADIN' FOR BALLY'S

Roundup

1-Shot PAYOUT

WITH $5.00 TO

$25.00

GOLD AWARD

SHOWS LAST 12 COINS

44 In. by 22 In.

PAYOUT $99.50 TICKET $109.50

No Extra Charge for Check Separator
F.O.B. Chicago

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521), and Ace Pat. Corp. (Pat. No. 2,010,966).

EXTRA PAYOUTS! EXTRA THRILLS! EXTRA PROFITS!

What a game! Jumbo-size, Jumbo-action! Big eye-smacking $1.00, $1.50, $2.00 WINNERS down the middle! Brilliant SCENIC PANEL! DOUBLE PAYOUT feature that kept Prospector on location 12 long months—PLUS $5.00 TO $25.00 MYSTERY AWARD!

Two fiery red LIGHTS FLASH for every coin—and IF EITHER LIGHT REMAINS LIT, Mystery Pocket pays out Special Token good for 100 to 500 Free Games. Can be adjusted to pay $10.00 top or $5.00 top—but any way you operate ROUNDUP the big juicy Jack Pot gets REPEAT PLAY BY THE HOUR. You'll need a cowboy's ten-gallon hat to carry home your collections! And your collections are protected by the 12-Coin Escalator and NEW A.B.T. 400 COIN-CHUTE, which defeats "Test" Slugs, Cellophane, Shims and all other slugs in common use.

For bigger, steadier profits that will surpass even Jumbo's record—order ROUNDUP today!

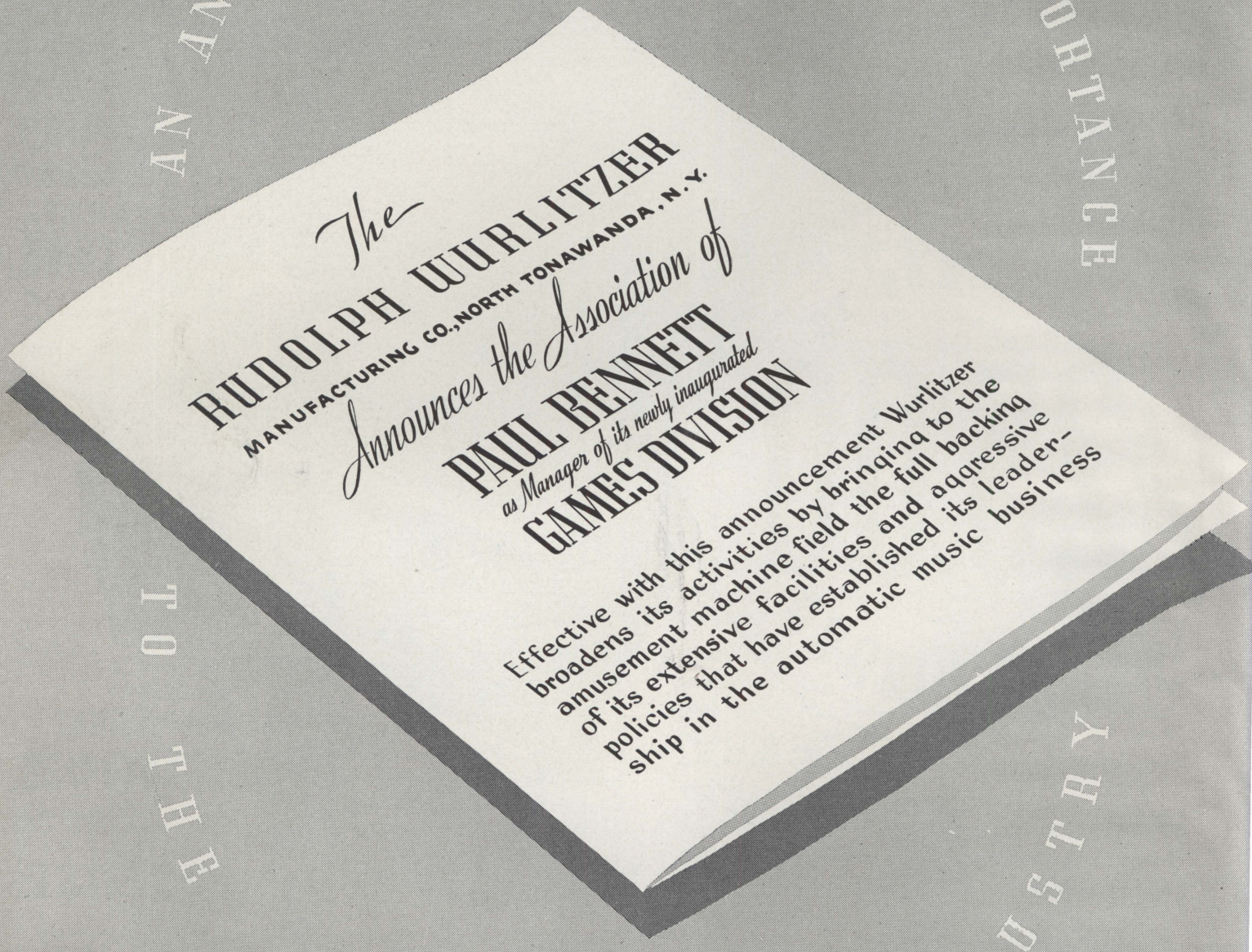
For IMMEDIATE DELIVERY Order by WIRE TODAY!

BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, INC., Eastern Distributor, 453 West 47th Street, New York, New York

AN ANNOUNCEMENT OF SPECIAL IMPORTANCE TO THE COIN MACHINE INDUSTRY



Sunshine Baseball

WITH MOTOR-DRIVEN PAYOUT UNIT

Player Controlled Changing Odds!

SUNSHINE BASEBALL combines today's most popular feature into a sensational, profit-making machine. A fast-action, One-Ball AUTOMATIC PAYOUT at a price FAR BELOW its true value! Leading teams of the Major and Minor Leagues are colorfully presented on the board. In Sunshine Baseball the player has an opportunity to change odds from 2-1 (Cellar position) up to 40-1 (League Champs) by shooting for the "Change Odds" hole. If successfully hit, the "Change Odds" hole is then closed by a trap door lid and the ball returns for play. No matter which team comes through, the payout is based on the odds shown. The Pennant Winner and Series Winner Payout Holes add even more mystery and excitement by paying out additional rich awards.

The game with more action than Dizzy Dean's fast ball... the most generous value in the baseball payout field! Order now!

LOW PRICED!

$99.50

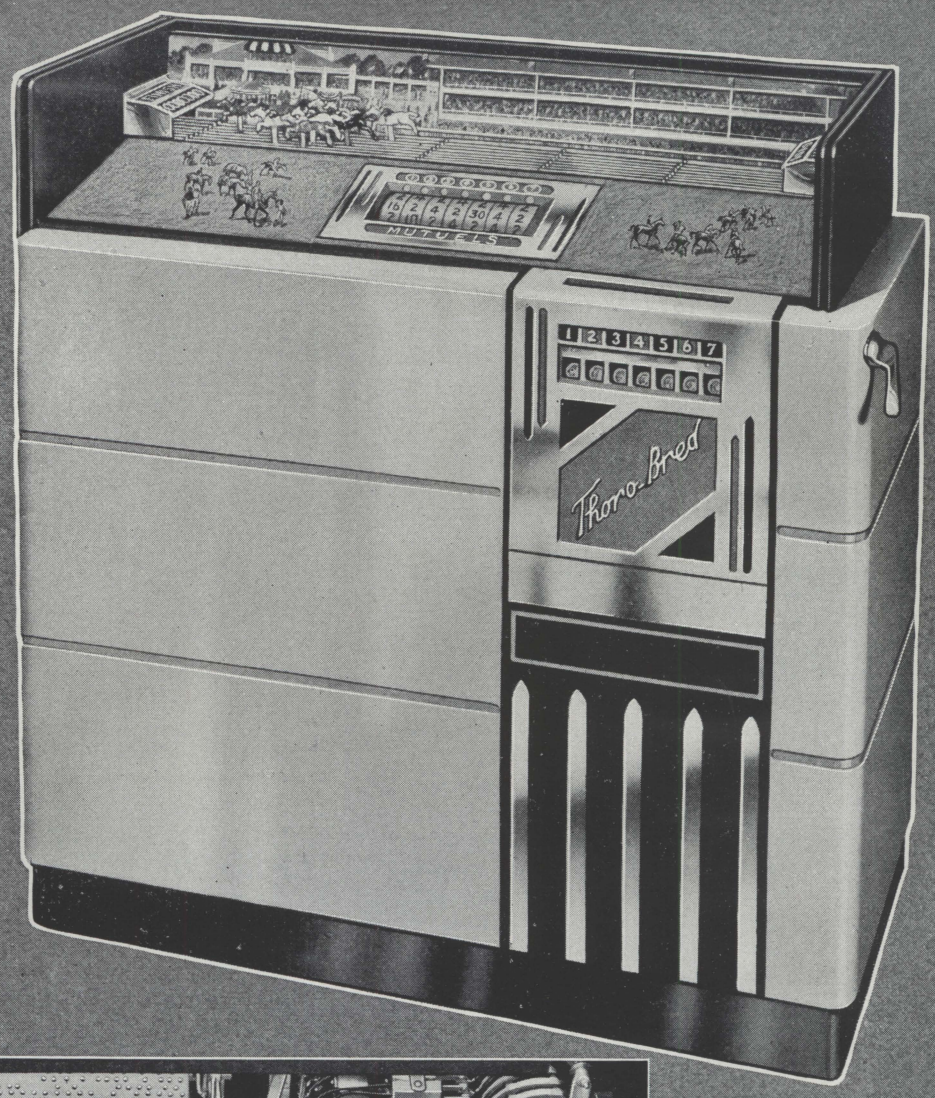
Check Separator, no extra cost; 2 ball play, $2.50 extra; 5 ball play, $10 extra; Ticket Game, $10 extra; battery equipped; Electro-pak, $5 extra; D. C. Adapto-pak, $10 extra.

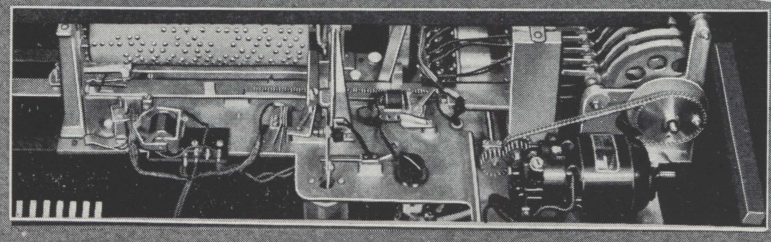
Get behind a real game...pitch your location into bigger money...place SUNSHINE BASEBALL today.

D. GOTTLIEB & CO., 2736-42 North Paulina Street, CHICAGO

The

GREATEST MACHINE THE INDUSTRY HAS EVER SEEN!





● SIMPLIFIED MECHANISM
No tapes or refills necessary. Fully electrical and automatic. No sequences or charting. Guaranteed mechanically perfect.

Thoro-bred

● The supreme achievement of the automatic field . . . multiple visible slug-proof coin chutes, seven coins . . . a press of the lever sends the THOROBREDS racing away . . . real race track thrills because winner is not determined until finish . . . mutuels change with every race . . . odds from two to thirty automatically paid out on winner . . . a masterpiece of design and mechanical perfection . . . all electrical . . . no tapes or refills . . . no sequences or charting . . . additional information upon request . . . write or wire . . . immediate delivery.

WESTERN EQUIPMENT & SUPPLY CO.

925 WEST NORTH AVE.
CHICAGO, ILLINOIS

Quality knows no Substitute!

THE LOWEST PRICED
MUTIPLE COIN SLOT
ONE BALL PAYOUT
WITH CHANGING ODDS

DAILY RACES

Here is real horse-race atmosphere . . . real horse race mutuels! Play 'em across the board—3 times the opportunity for the players to win. Put a nickel into the slot . . . immediately the massive, colorful light-up rack flashes your horse and shows odds for Win, Place and Show. BUT, if you're not satisfied with the odds, insert another nickel and take a chance at increasing the odds. With each nickel an additional horse flashes on the rack and the odds change. All eight horses can be played and additional nickels change only the odds. Pays as high as 40 to 1—subject to mechanical adjustment for tight or liberal awards. DAILY RACES has one of the most beautiful, dazzling playing fields ever seen. Ten brilliant colors really make it a game of spectacular beauty. Get in on this "sure-thing" . . . Place DAILY RACES today—the game that accomplishes more than products selling for as high as $500.00.

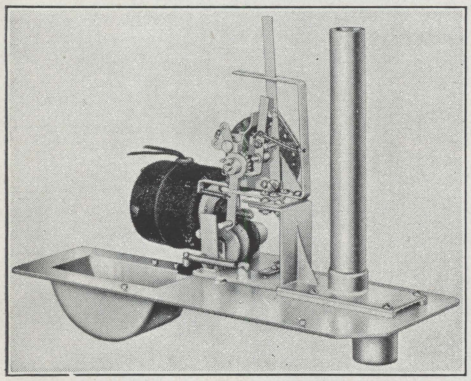
$125

Check Separator, no extra cost; 2 ball play, $2.50 extra; Ticket Game, $10.00 extra; Electro-pak equipped (batteries optional). D.C. Adaptopak, $5.00 extra.

MYSTERY SINGLE COIN SLOT

HOTTEST FEATURE OF THE INDUSTRY!

For the territory and the particular location where multiple coin slots are not permissible Gottlieb Machines can now be had for single slot, taking only one coin at a time. For example, on Daily Races, by inserting one nickel player gets 2 to 8 horses and odds as high as 40 to 1.



Gottlieb's Motor-Driven Payout Unit

is a true engineering achievement. Proven and tested on locations, this unit has been acclaimed a remarkable success. It is precision built, all steel and die cast construction, with case hardened stampings. Absolutely clog proof and jam proof, the Gottlieb unit has a smooth, positive action. Equipped with a sure-action, accurate step-up switch.

TICKET UNIT

is identical in construction to that of the payout unit, but has a more powerful motor. The simplest, most positive ticket unit on the market today.

Gottlieb Motor Driven Payout and Ticket Unit now standard equipment on Daily Races, Fence Buster, Sunshine Baseball and Brokers Tip.

D. GOTTLIEB & CO.

2736-42 NORTH PAULINA STREET, CHICAGO

FENCE BUSTER

Gottlieb's Baseball Payout with World's Greatest Line-up of Sensational Features. Multiple or Mystery Chute . . . Changing Odds.

$125

EITHER GAME

BROKERS TIP

Nearest duplication of the excitement of a real Stock Exchange. Multiple or Mystery Chute . . . Changing Odds

BELIEVE IT OR NOT

THE 2,080 NEW 1936

WURLITZERS

purchased by

MODERN VENDING COMPANY

PLACED ONE ATOP THE OTHER

are

7 TIMES AS HIGH AS THE EMPIRE STATE BLDG.

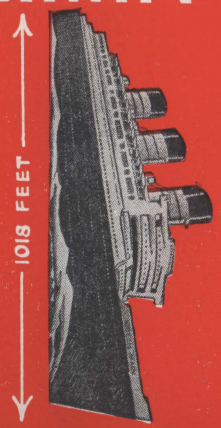
and

9 TIMES THE LENGTH OF THE QUEEN MARY

THIS IS ONLY THE FIRST STEP IN MODERN VENDING COMPANY'S PLAN TO MAKE NEW YORK A "WURLITZER CITY"

EMPIRE STATE BLDG.

QUEEN MARY



MODERN VENDING COMPANY NEW YORK — A MODERN PRODUCT — IT'S ALWAYS A WINNER

Modern Vending Company

656 BROADWAY, NEW YORK CITY

$223.40 Net Profit

IN ONE WEEK WITH

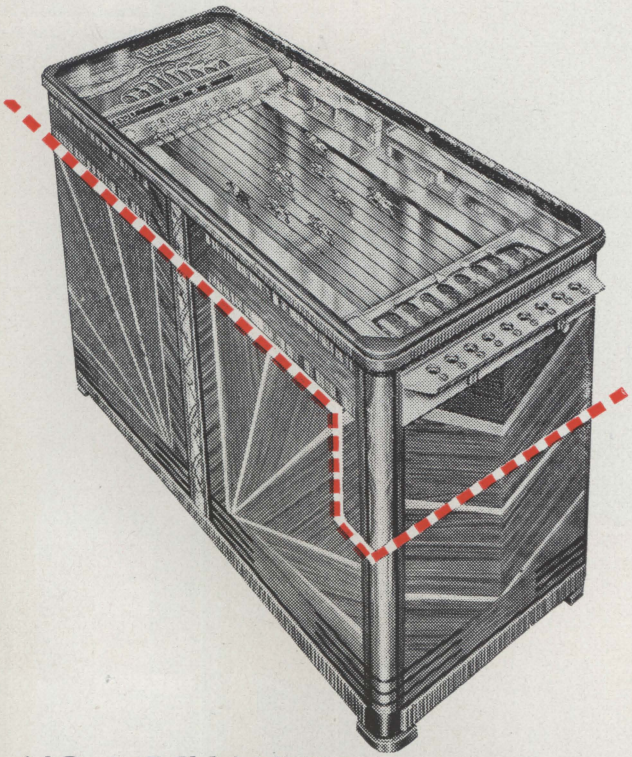
RAY'S TRACK

CERTIFIED COPIES OF COLLECTION REPORTS ARE IN OUR FILES.

Think of it! Almost $500 split between operator and location in one week. $223.40 NET PROFIT to Operator!

Another machine earned $65.35 the first week, $96.70 the second week, $206.70 the third week ---PROFITS INCREASING constantly as more and more players find out the fascination of RAY'S TRACK'S many EXCLUSIVE features.

In one operation of 25 machines, earnings for four weeks play averaged $79.10 per machine---NET PROFIT IN OPERATING POCKET! And these RAY'S TRACK machines are consistently maintaining this average today!



NO MECHANISM
BELOW THE DOTTED LINE

That's Trouble-Free Simplicity!

GUARANTEED
100% MECHANICALLY RIGHT

Operators! RAY'S TRACK is your golden opportunity to clear from $50.00 to $75.00 PER WEEK all year round! Perhaps you have hesitated because you think RAY'S TRACK is complicated. Well, glance at the red dotted line on the illustration. That's the MECHANISM LINE—no mechanism, except actual payout unit, below that line. Mechanism MUST BE SIMPLE to fit in such a small compact space.

Furthermore, the Bally Manufacturing Company POSITIVELY GUARANTEES that RAY'S TRACK is TROUBLE-PROOF OR MONEY BACK!

THE ONLY RACE GAME WITH DAILY DOUBLE EXTRA AWARD FEATURE

A big 50-to-1 surprise Jack Pot insures constant REPEAT PLAY —and ONLY RAY'S TRACK has this great profit-boosting feature.

Why hesitate any longer? Protected by the above GUARANTEE, you can now get your share of the BIGGEST PROFITS IN HISTORY. See your Distributor today!

Territories Going Fast! Wire for Prices!

YOU CAN BANK ON A BALLY GAME

BALLY MFG. CO

2640 BELMONT AVE., CHICAGO, IL

JOHN A. FITZGIBBONS, INC., Eastern Distributor, 453 West 47th Street, New York, New

HOWDY STRANGER!

FORT WORTH—"WHERE THE WEST BEGINS"

Welcome, friends! Fort Worth and her Frontier Centennial Exposition is already to initiate the proverbial tenderfoot visitor into the mysteries and thrills of the old frontier days. No expense has been spared to make the buildings, costumes, and scenery as well as every other detail carry out the theme of the Old West.

As you pass through the turnstile, into the Sunset Trail, you are given a glimpse into the colorful days of years long past, from the livery stable and hitching post to the general store with its cracker barrel and cut-plug tobacco signs. This pioneer village street which is called the Sunset Trail might well be called the Street of Yesterday—the antithesis of the modernistic Casa Manana, the House of Tomorrow.

If you've never seen inside an old-fashioned blacksmith shop, where the bronzed and aproned smith hammers away at red-hot irons on his anvil, then dips them into the water vat to cool—then you have a treat in store.

Nothing has been overlooked to make the blacksmith shop, saloon, and other traditional main street institutions authentic inside and out.

In the smithy, for instance, the forge has an electric blower in case some of the Jumbo horses need shoeing, but the old-time bellows are there for you to see. Out front is a huge horseshoe as a trade sign, a large stack of discarded and rusty shoes and a worn hitching post. An old ox yoke and several broken-down wagon wheels and horse collars add 'atmosphere."

Adjoining is the tiny office of the Daily Star. Inside is one hand press, a printer's stone and two type cases.

The general store will take you back to the old home town. Its wooden front is plastered with tin chewing tobacco signs. In between are hung wash boards, brooms and harness. On the porch is a row of kerosene cans, spouts plugged with Irish potatoes.

Inside, on shelves and counters are staple groceries, a few pieces of hardware and clothing. The wood stove occupies the center of the room and around it is the earth basin at which the cut-plug chewers can take accurate aim.

Across the street is Judge Roy Bean's notary office, with the large sign, "Law West of the Pecos." Another sign, "Sheriff's Office," directs you to Judge Bean's quarters.

Hitching posts, watering troughs for horses and other necessities of the old western towns are numerous along the street. A crude well, with its rope pulley and oaken bucket, is similar to hundreds you saw as a child.

Signs are numerous along the street. One, tacked up on the Silver Dollar Saloon, says: "No Shooting Aloud in the City Limits."

Another, tacked on the bulletin board on the Postoffice front: "$1000 Reward for the Apprehension of Sam Bass, Dead or Alive."

Projecting from a front porch post at the Astor House is one advising travelers: "Stage Depot."

The Town Hall is only that in name and exterior. Inside are impressive collections and exhibits. One large room is devoted to cattlemen and the cattle industry, another to Indian relics. A third is a library of Texas history.

President Opens Show

President Roosevelt from his fishing vessel off the coast of Nova Scotia officially opened the Frontier Centennial by means of an electrical impulse, transmitted by wireless and telegraph, which tripped a knife and slashed the ribbon which parted a lariat barring the exposition en-

BILLY ROSE

The little man with the big ideas! From Broadway, Fort Worth civic leaders called 35-year-old Billy Rose to build the city a great Centennial show. This young showman rang up the curtain on the latest and most remarkable of his many fabulous amusement enterprises—the Fort Worth Frontier Centennial. The world's largest theater-cafe, the world's largest and only floating stage, the only circus building in America, the first musicalized rodeo ever produced—these are a few of the Rose creations ready for the nation.

trance.

The visiting notables were met at the Texas and Pacific station by an old swaying stagecoach, one of the three original Wells-Fargo Express Company coaches still in existence, now owned by the Railway Express Agency, successor to Wells-Fargo.

Governor Allred, Senator Connally, Elliott Roosevelt, Attorney General McCraw, Raymond Buck, C. R. Smith, president of American Airlines; H. J. Shannon, representative of the Railway Express Agency, and Amon G. Carter rode in the careening vehicle, with Verne Elliott, co-director of the "Last Frontier," holding the reins. The coach rumbled to the grounds behind a detachment of the Second Cavalry. The cavalrymen were gay in the bright uniforms of the Second Dragoons, the original detachment stationed at the old fort here.

As the stage entered the Last Frontier arena over the rugged mountain at the rear, masked bandits dashed from hiding to hold it up in true Western style. Guns barked as the stagecoach passengers resisted vainly. They finally were forced to alight with hands aloft.

At this critical juncture, the United States Cavalary rode to the rescue, dispersing the bandits with volleys of gunfire.

The rescued passengers advanced to the speakers' platform as the applause died away, and Amon Carter, enumerating those who rode the stagecoach, introduced each briefly.

Stepping before the microphone, Governor Allred congratulated Billy Rose, managing director of the Frontier Centennial, Carter and all others who had a part in its creation. He described the show as a "remarkable exposition of the Old West and the New."

"The stagecoach is typical of the Texas of 50 years ago," he said. "We are now looking forward to the Texas 50 years from now.

"I am confident that out of such celebrations as this will come new inspiration to Texas to dedicate itself to the task before it if the State is to go forward in the next 50 years as it has in the past 50 years."

After several other short talks, Mr. Carter mentioned the numerous telegrams received including the ones from President Roosevelt and Mrs. Will Rogers, wife of the late humorist, who made it possible to create the Will Rogers exhibit room in the West Texas Chamber of Commerce Building.

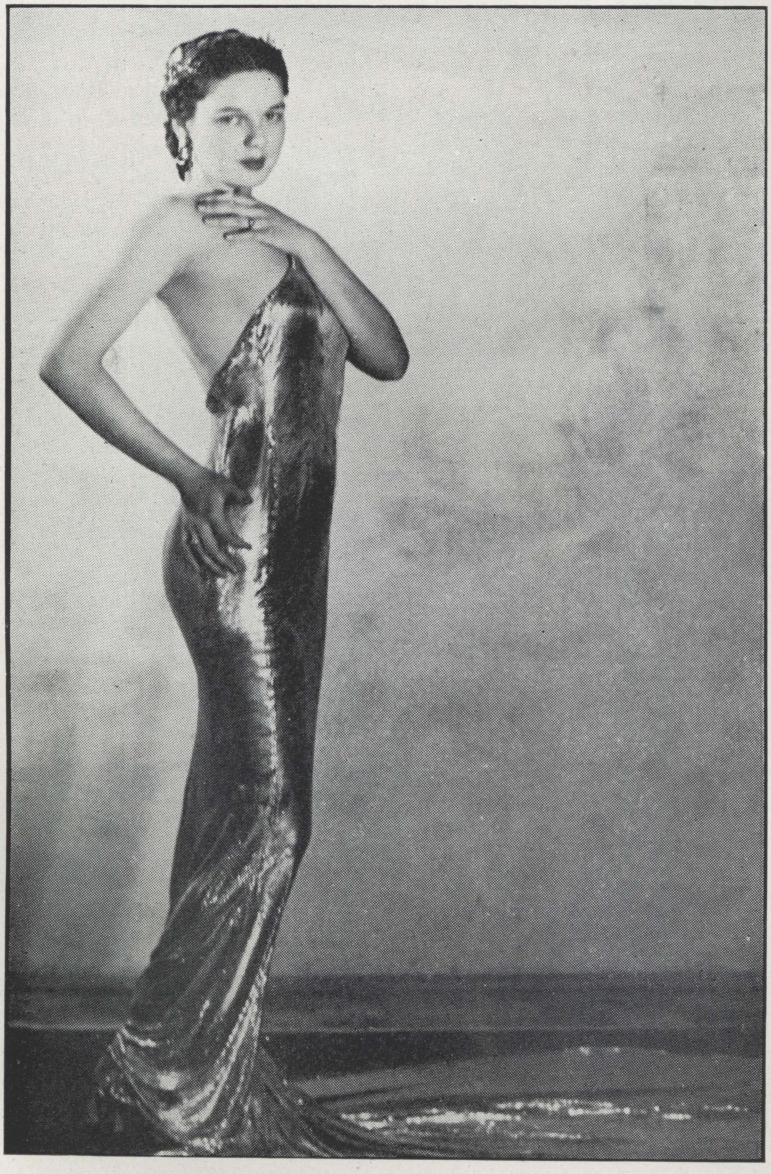
As Carter finished speaking, the band launched into "The Eyes of Texas" and the crowd rose to its feet. The stage coach holdup was re-enacted for the benefit of newsreel cameras, and the entire finale of the Last Frontier show was also stager before the grinding cameras.

Will Rogers Memorial Room

Idealized by all the world, Will Rogers was especially loved by the Texans, many of them his close personal friends.

Mrs. Rogers gave her permission for the free exhibition in the air-conditioned room in the West Texas Chamber of Commerce Building. Joe Pelich, Fort Worth architect, visited the Rogers' home are carefully jotted down the dimensions. With these notes and photographs, the room—said to have been Mr. Rogers' favoorite—has been faithfully reconstructed. At the rear is a high broad window which, in the Santa Monica place, overlooks the Pacific Ocean. Here it will open on a view of the stock pens of the Wild West Show—a sight, say friends, which would rave afforded Will Rogers muh pleasure.

Emil Sandmier, a close friend of the Rogers' family, brought the furnishings to Fort Worth. They include boots, revolvers, photos, saddles, and many other relics.



Miss Faye Cotton, Texas Sweetheart No. 1, is pictured above wearing the $5,000 18-karat gold metal mesh dress which was made by Whiting & Davis, New York jewelers, for the Casa Manana show of the Fort Worth Frontier Centennial which opened July 18. The dress weighs 40 pounds and is the most costly costume ever worn by an actress. As Texas Sweetheart No. 1, Miss Cotton wears this gorgeous creation in the Casa Manana show, in which she has the leading feminine role.

Don't fail to notice the stuffed calf, sorrel and lifelike, which stands in this room. Over the calf's neck, friction has worn the hid thin, for there fell many a lariat from the deft hands of the late humorist as he practiced his beloved roping in the big drawing room.

Horse Show and Rodeo in October

Elaborate plans for Centennial activities here this fall are rapidly taking form. The first event on the fall program here will be the National Horse Show, October 2 to 7, to be held in the new coliseum on the Fort Worth Frontier Centennial grounds, one of the permanent structures now under construction and rapidly taking form. The horse show will be the largest event of its kind this fall in the United States.

Premiums totaling $22,500 will be distributed to winners. Many of the finest thoroughbreds in the country are expected here for the show, communications already received indicating wide interest in the event by horsemen all over the United States.

The livestock exposition will open one day after the horse show begins, the dates of the show being October 3 to 11. It will be held in the new $225,000 livestock building now under construction in North Fort Worth on the grounds of the Southwestern Exposition and Fat Stock Show. Premiums totaling $75,000 will be distributed. According to John B. Davis, general manager of the Centennial events, states that the show dates will draw entries from many sections of the United States and perhaps several other countries.

The horse show will be staged in an arena 125x250 feet, equalled in size only by the arena used in the International Livestock Exposition in Chicago. The Coliseum will seat 6,000 people.

The third major event of the Fall Centennial program will be the Worl Championship Rodeo, October 9 to 18, in the new coliseum. Verne Elliott, rodeo manager, announced that the greatest array of rodeo stars and the most ambitious program of Western sports events ever presented will be seen.

Historical Exhibits and Exhibition of Famous Paintings

In the many quaint old buildings along the Sunset Trail there are many collections of Indian relics, old-fashioned clothes and furniture, and many other collections of interest to all visitors.

There is an unusually good collection of famous paintings depicting the early American Indian, pioneer and ranch life. They include such masters as Brush, Remington, Johnson and Dunton.

Midway Shops Designed by Architect

Fort Worth will set a new hihg mark of artistry in the concession division of the show business. For probably the first time in the history of expositions and other big shows, an architect designed even the smallest of concession buildings.

The unique buildings along the midway of the Frontier Centennial were all designed and planned—a contrast to the usual method of throwing lumber together and then hurriedly hanging the decorations around. Albert Johnson, who was brought to Fort Worth from New York to design the larger buildings, did the same work for about thirty concessions.

Though the Casa Manana, Jumbo and Pioneer Palace buildings are much larger and more elaborate, Mr. Johnson said that the toughest job of all was designing the buildings along Sunset Trail. The street couldn't be real, Mr. Johnson explains, because the real old frontier buildings were too much alike.

He spent three weeks of research on the Frontier Village, and has successfully produced something that, though not real, is a delusion—and

(Continued on Page 67)

SALLY RAND

Beautiful little dancer who is having a prominent part in the Frontier Centennial Show at Fort Worth, Texas. She does a bubble dance in the Casa Manana theater, the largest outdoor theater in the world. She is hostess at the Sally Rand Nude Ranch.

AUTOMATIC WORLD

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.
An independent, nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

OSCAR J. BRANCH - - - - - - Editor
AARON SMITH - - - Business Manager
(Miss) J. E. ECKERT - - - - - Assistant
W. C. DILLON—Chicago Representative—State 8971

Subscription Price:
One Year $1.00
THREE Years $2.00
Canada, One Year $1.75

Advertising Rates Furnished Upon Request

The National Magazine of the Coin Machine Industry

BUILDING IS SLOW WORK

For the last three weeks I have been watching a gang tear down a building. The only tools I have see them use are a crowbar and a sledge hammer.

As I watched them it occurred to me that tearing down is crude work, requiring few tools and slight intelligence.

Building is a slow job that must be done with plumb line and the footrule, and with intelligence and honesty.

As I travel around I meet a lot of fellows who throw a striking shadow as they swing the sledge hammer. Generally speaking, however, they are not as useful as the stone mason who can lay block on block and keep the wall plumb and true.—William Feather.

" A MAN'S REAL MEASURE"

The place to take the true measure of a man is not in the darkest place or in the amen corner, nor the cornfield, but by his own fireside. There he lays aside his mask and you may learn whether he is an imp or an angel, cur or king, hero or humbug. I care not what the world says of him: whether it crown him boss or pelts him with bad eggs. I care not a copper what his reputation or religion may be: if his babies dread his homecoming and his better half swallows her heart every time she has to ask him for a five-dollar bill, he is a fraud of the first water, even though he prays night and morning until he is black in the face and howls hallelujah until he shakes the eternal hills. But if his children rush to the front door to meet him and love's sunshine illuminates the face of his wife every time she hears his footfall, you can take it for granted that he is pure, for his home is a heaven—and the humbug never gets that near the great white throne of God. He may be a rank atheist and red-flag anarchist, a Mormon and a mugwump; he may buy votes in blocks of five, and bet on the elections; he may deal 'em from the bottom of the deck and drink beer until he can't tell a silver dollar from a circular saw, and still be an infinitely better man than the cowardly little humbug who is all suavity in society but who makes home a hell, who vents upon the helpless heads of his wife and children an ill nature he would inflict on his fellow men but dares not. I can forgive much in that fellow mortal who would rather make men swear than women weep; who would rather have the hate of the whole world than the contempt of his wife; who would rather call anger to the eyes of a king than fear to the face of a child.

IT'S GOOD OLD VACATION TIME

Have you had your vacation yet? If not, now would be a mighty fine time to put ou the cat, shut up the house, crank up the old car and go some place. It's plenty hot everywhere but Texas, they say, and it may be possible that you have not been to Texas in some time, and if you haven't in the past one hundred years, you doubtless will be able to see vast improvement during this period of time.

In fact, every person owes it to himself to forget business once a year and get away and enjoy a vacation. What a rest for your nerves, to say nothing of the improvement in your disposition.

There are numerous places of amusement in the United States, and as most Americans enjoy playing anyway, why not decide the place now and be on your way? Don't squeeze that money you have been earning any longer; get out and put it into circulation. That's what the other fellows are doing when they come to your state or pleasure resort.

We know, that a state divided by internal wards, that competition is essential to the health and progress of the race. Or, as Herbert Spencer puts it, "Society flourishes by the antagonism of its atoms."

But the obvious golden truth is that co-operation is good and competition bad, and that society flourishes by the mutual aid of human beings. I say that is obvious and so it is. And it is so well known that in all great military or commercial enterprises individualism has to be subordinated to collective action. We do not believe that a house divided against itself shall stand; we believe that it shall fall.

We kno;w that a state divided by internal feuds and torn by faction fighting can not hold its own against a united people. We know that in a cricket or football team, a regiment, a ship's crew, a school, the "antagonism of the atoms" would mean defeat and failure. We know that a society composed of antagonistic atoms would not be a society at all, and could not exist as a society. We know that if men are to found and govern cities, to build bridges, and make roads, to establish universities, to sail ships and sink mines, and create educational systems, and policies and religions, they must work together and not against one another. Surely these things are as obvious as the fact that there could be no hive unless the bees worked as a colony and on the lines of mutual aid.—Robert Blatchford.

HERE

ARE THE HOT— ROMANTIC— DREAMY— SWINGY— DANCY— RECORDS THAT PUT NEW LIFE INTO YOUR LOCATIONS— AND FILL UP YOUR COIN BOXES!!

BRUNSWICK

7699—These Foolish Things (FT) from "Spread It Abroad;" Why Do I Lie to Myself About You? (FT).
Teddy Wilson and his Orchestra

7696—On the Beach at Bali-Bali (FT); Afterglow (FT) Leo Reisman and Orch.

7685—Stars in My Eyes (FT) from "The King Steps Out;" Did I Remember (FT) from "Suzy." Leo Reisman and Orch.

7697—I Can't Escape From You (FT); Empty Saddles (FT)
Music in the Rus Morgan Manner

7698—No Regrets (FT); I Used to be Above Love (FT). Art Shaw and Orch.

7687—I'm an Old Cowhand (FT) from "Rhythm on the Range;" Diga Diga Do (FT) from "Blackbirds of 1928."
Frankie Trumbauer and Orchestra

7688—The Japanese Sandman (FT); A Pretty Girl Is Like a Melody (FT).
Art Shaw and Orchestra

7701—Any Rags, Any Bones, Any Bottles Today (Nov. FT); You'd Be Surprised (FT)
Kay Kyser and Orchestra

7700—The Moon Is Grinning at Me (FT); It Seems I've Done Something Wrong Again (FT) Hudson-DeLange Orchestra

7702—It's Like Reaching for the Moon (FT); Guess Who (FT).
Teddy Wilson and Orchestra

7705—Ain't Misbehavin'; Doin' the New Low Down (Both tap dancing with orchestra).
Bill Robinson

VOCALION

3231—On the Beach at Bali-Bali (FT); Take My Heart (FT) Henry Allen and Or.

03266—Was I? from "Ziegfeld Follies of 1931;" Two Timin' Man" (Blues)
Lil Johnson

3262—Chloe (FT); You're Not the Kind (FT).
Henry Allen and Orchestra

3269—Ol' Man River (FT) from "Show Boat;" Why Was I Born? (FT) from "Sweet Adeline." Putney Dandridge and Or.

3270—Old Joe's Hittin' the Jug (FT); It Ain't Right (FT).
Stuff Smith and Onyx Club Boys

3268—I'm an Old Cowhand (FT) from "Rhythm on the Range;" Why Do I Lie to Myself About You? (FT)
Mal Hallett and Orchstera

03272—Shine On, Harvest Moon (Old time singing and playing); Rock-A-Bye Moon (Waltz; old time playing and singing).
Roy Newman and his Boys

3263—Woe Is Me (FT); Dere's Jazz in Dem Dere Horns (FT).
The Cotton Pickers

03258—Ram Rod Daddy; Ants in My Pants (Vocals with Guitar Accom.).
"Bo" Carter

03260—Furniture Man Blues (Part 1); Furniture Man Blues (Part 2). (Vocals with piano accom.).
Victoria Spivey and Lonnie Johnson

3271—Jes' Natch'ully Lazy (FT); What the Heart Be'ieves (FT).
Tommy "Red" Tompkins and Or.

MELOTONE

6-09-51—Is It True What They Say About Dixie?; Where You Going Honey (Old time singing and playing)
Hoosier Hot Shots

6-09-07—I'm Grateful to You (FT); Summer Holiday (FT).
Dick McDonough and Orchestra

6-09-57—It's a Sin to Tell a Lie; Twilight on the Trail (From "The Trail of the Lonesome Pine" (Vocals with ins. ac.)
Elton Britt

6-09-06—Why Do I Lie to Myself About You? (FT); Lonesome Lullaby (Waltz)
Johnny Johnson and Orchestra

6-09-04—I'll Never Let You Go (FT); Sunshine at Midnight (FT).
Joe Reichman and Orchestra

6-09-05—An Old Saddle for Sale (FT); Did I Remember? (FT) from "Suzy."
Jack Shilkret and Orchestra

6-09-55—Oh! Monah!; Chipping the Rock of Blues (Vocals with orchestra accom.)
The Blue Chips

6-09-02—I Can't Escape From You (FT); There's a Small Hotel (FT).
Jack Shilkret and Orchestra

6-09-01—I'm an Old Cowhand; Empty Saddles (vocals with orch. in fox trot tempo; both from "Rhythm on the Range."
Chick Bullock

6-09-03—Nothing's Blue But the Sky (FT); Stompin' at the Savoy (FT).
Gene Kardos and Orchestra

● WRITE TODAY FOR COMPLETE LISTS AND WHOLESALE PRICES ●

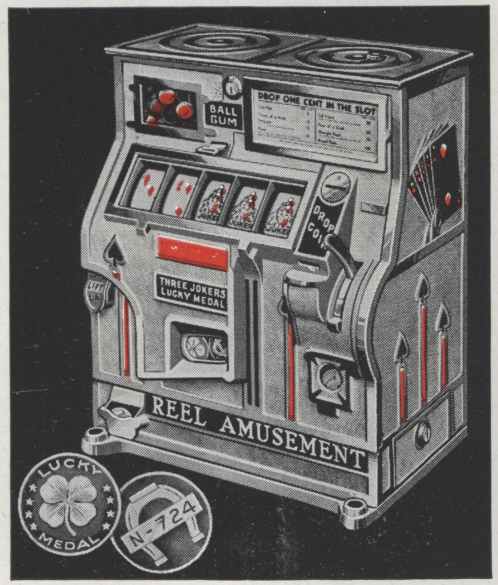
Brunswick Record Corporation

1776 BROADWAY ♦ ♦ ♦ NEW YORK CITY

BRANCHES: NEW YORK, CHICAGO, DALLAS, LOS ANGELES, SAN FRANCISCO, ATLANTA GA.

THREE PROVEN WINNERS

Top and Base Porcelain Enameled Light Green Finish



Reel Amusement Vender

Prophylactic Vender

WRITE FOR CIRCULARS AND PRICES
OF THESE AND OTHER MASTER MONEY-MAKERS

THE NORRIS MANUFACTURING CO. Columbus, Ohio

OPERATORS AMUSEMENT CO.
2509 Ross Avenue, Dallas, Texas

C. W. PERCY NOVELTY CO.
6614 Lake Shore Drive, Dallas, Texas

ANNOUNCEMENT

Superior Confection Co., Columbus, Ohio, have made arrangements with the Curtiss Candy Company, Chicago, to manufacture all their confectionery products. This includes all confectionery products for their own use as well as products sold to their agents and distributors.

Superior Confection Co. feels that in making this connection with the Curtiss Candy Company they have secured the manufacturing facilities of the company which makes the world's fastest-selling candy specialties, thereby giving quick turn-over products to their agents and distributors.

Curtiss Candy Company enjoy their reputation by reason of the fact that their products are pure, wholesome and delicious and are backed by national and local advertising and merchandising so essential to quick turnover.

"CHALLENGER" 1-SHOT SURPRISES BALLY

Although produced primarily to satisfy the demands of certain jobbers requiring a simple type of changing odds 1-shot, Bally Manufacturing Company's "Challenger" is rapidly becoming a nation-wide best seller, according to Jim Buckley, Bally sales manager.

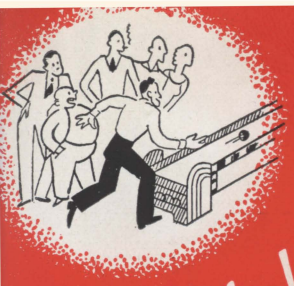
"We knew there was a certain demand for this type of game," Jim stated, "and we thought we had the demand figured out to within a hundred or so machines. Production was planned on these calculations, and imagine our surprise and embarrassment when the first run was more than sold out within a few hours after we announced the game. We are rushing through additional production on Challenger and hope by the time this is published that we will again be able to make immediate deliveries. It's a tough job, what with Natural, Multiple, Air Lane, Ray's Track, Reliance and Bally Baby all going strong, but we'll make it somehow, so the trade can continue to challenge the 'summer slump' with Challenger."

In California two college students were kept awake 54½ hours. It must have been difficult pulling them through the class periods.

ERNEST WALKER TALKS OF NEW GAME

Ernest Walker of the Walker Sales Co. wishes to tell the operators about a new game which he has recently perfected. Mr. Walker states that he worked many months upon this new game before he was satisfied that it was what the operators had long wanted. He assures them that it will put every fourth nickel into the cash box and that the other three will be paid to the player, also that the game will pay from two to forty nickels but will never go broke. Due to the simplicity of the game and to the attractive playing board together with this liberal payout feature, he is certain that the game will be the big hit of the entire country.

But, before planning production he wishes all operators who might be interested in the game to express their views by dropping him a card or letter saying yes or no. Communicate with Mr. Walker at the Walker Sales Co., Route 2, Box 289, Fort Worth, Texas.



Now Ready! America's greatest money-maker!

BALLY-ROLL

NEW "MAGIC LANTERN" *Super Visible* LIGHT-UP SCORE BOARD

CHEAT-PROOF
SHOWS LAST 5 COINS

FULL-AUTOMATIC-ELECTRIC

GUARANTEED TROUBLE-PROOF

NOISELESS

PORTABLE!
ALLEY AND FIELD LOCK TOGETHER HERE
Net Easily Removed

SIZE:
Length 14 ft.
Width 28 in.
Height 6 ft.
Weight 300 lbs.

9-BALLS *for 5 CENTS*

EXCLUSIVE Bally features open countless BIG PROFIT locations!

STRICTLY LEGAL! LOCATION TESTED!

NOW you can really cash in on the NATION-WIDE CRAZE that piles up BIGGEST PROFITS in history! POSITIVELY NOISELESS OPERATION sets BALLY-ROLL in thousands of NEW LOCATIONS! And BALLY-ROLL is REALLY PORTABLE—rigid, rugged, yet LIGHTEST WEIGHT machines of its kind—with SECTIONAL CONSTRUCTION insuring QUICK, EASY INSTALLATION through average store-door. Above all, BALLY QUALITY guarantees YEARS of service-free BIG PROFIT PERFORMANCE!

THOUSANDS of LOCATIONS

INDOOR AND OUTDOOR

WINTER AND SUMMER

BALLY-ROLL'S portability and noiseless operation opens doors to—DRUG STORES, TAVERNS, HOTELS, CLUBS, LODGE HALLS, CIGAR STORES, SPORTLANDS, PLAYLANDS, BILLIARD PARLORS, BOWLING ALLEYS and similar spots. Practically any large or medium-sized coin-game location is now a BALLY-ROLL spot.

ALSO Amusement Parks, Carnivals, Fairs, Excursion Boats, Picnic Grounds, Dance Halls.

ALSO any VACANT LOT or VACANT STORE can be turned into a gold-mine with BALLY-ROLL. A moderate investment will make you independent. Get details quick!

Check these *EXCLUSIVE features*

Full-Automatic-Electric	9-Ball Visibility
Noiseless	Wide Target
Portable	Free-Play
Light-Up Score-Board	Smart, Modern Design
Sound-Effect	Trouble-Proof

Chute Shows 5 Coins

LOCATION TESTS PROVE amazing EARNING POWER of BALLY-ROLL. And it's ALL PROFIT, as BALLY-ROLL GETS CONSTANT PLAY WITHOUT AWARDS! 100 per cent SKILL APPEAL stimulates COMPETITIVE PLAY — and the crowds keep on playing to beat the other fellow's score! Get in on the ground floor for a fortune in fast-flowing nickels. TERRITORIES GOING FAST, so act at once!

WIRE or write for prices and details of EXCLUSIVE FRANCHISE

YOU CAN BANK ON A BALLY GAME

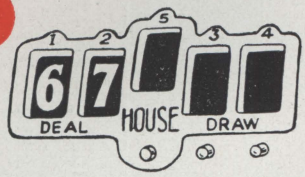
BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

SHOWING REEL "21" ... in Action!

Shows reels after coin has been inserted and the handle pressed all the way down.

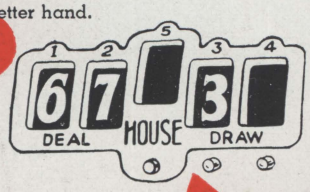
1



The two reels showing are actually the first two cards dealt the player. He starts with a "13 hand".

Player presses button under Number 3 in try for better hand.

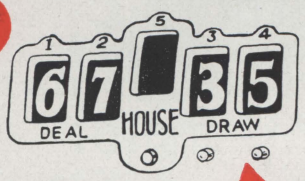
2



He gets a 3 which gives him a total hand of 16.

Player still wishes to continue and presses button under Number 4 reel for his last card.

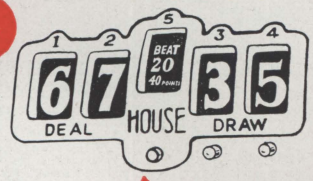
3



He gets a 5 which gives him a total hand of 21 — the limit.

Player now presses button to see "House" hand — the hand he is playing against.

4



Player WINS! He beats 20 — getting 40 times his investment.

IMPORTANT!

It is not necessary for player to "draw" all his cards. He may wish to "stay" after his third card. But, once he pushes button to open "House" shutter — HE CANNOT DRAW ANY FURTHER CARDS! All other shutters LOCK AUTOMATICALLY! If player "draws" over 21 it's a "bust" and his hand is cancelled.

REEL "21"

the THRILLING "OLD ARMY GAME" of "BLACK JACK" played "ACCORDING TO HOYLE"

THE fastest AND MOST interesting GAME IN THE WOR

Everyone likes "21"

● In Reel "21" you DON'T play against a FIXED AWARD CARD! You ACTUALLY DRAW CARDS against the DEALER or "House". The "House" hand and Awards CHANGE WITH EACH PLAY—the same as in real "Black Jack". 4-Way Play—1c—5c—10c—25c offers the player odds ranging from 2 to 1 up to 100 to 1. Reel "21" is the LONG-LIFE counter game you need!

RUSH YOUR ORDER NOW!

$23.75

TAX PAID

4 WAY PLAY

1¢ • 5¢ • 10¢ • 25¢

ELECTRO BALL CO., Inc.

1200 CAMP STREET
DALLAS, TEXAS

AN ANNOUNCEMENT

of unusual interest

TO THE

coin machine industry

WURLITZER extends its

★ In entering the Games Division of the coin machine business, Wurlitzer will bring to the Industry a fresh viewpoint, unfettered by past practices, products, or tradition, plus the same leadership that has made "Wurlitzer-Simplex" the outstanding success in automatic phonographs. A success that witnesses an ever-increasing operator demand for these instruments month after month. ★ It will be the aim of this new Department to provide new products designed to win widespread and lasting public acceptance. Back of the new division is the long experience, the vast designing, engineering and manufacturing facilities, the unlimited financial resources, and sound merchandising policies of The Rudolph Wurlitzer Manufacturing Company. Factors responsible for its pre-eminent position in the music field — advantages that likewise meet every requirement for leadership in coin-operated games. ★ The initial product to be offered by Wurlitzer's Games Division will be "Skee Ball," redesigned from the original coin-operated "Skee Ball" — *introduced last fall* by the National Skee Ball Company of Coney Island, N.Y. — recently acquired by Wurlitzer. "National" were the creators and original "Skee Ball" manufacturers. Their product which, until its recent perfection as a coin-operated device, required supervision by attendants, has been a big money-maker in the amusement park field since 1908. ★ As successors of National Skee Ball Company, Wurlitzer can assure its

WURLITZER

A NAME THAT STANDS FOR PRO

Leadership into Games Field

customers not only complete security and protection on patents but, based on the twenty-eight year success of the "Skee Ball" idea in the amusement park field, a permanently profitable investment as well.

★ The Wurlitzer organization will back the Games Division with the same tried and proven methods for winning location acceptance and arousing public interest that have been responsible for Wurlitzer's leadership in the automatic phonograph field—without which it is generally acknowledged the automatic phonograph would never have attained its present position as a money-maker for operators.

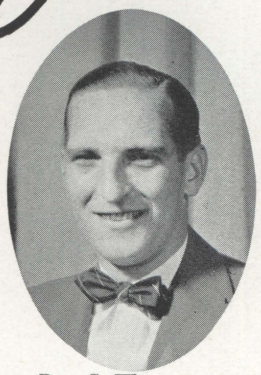
★ Next month, through the pages of this and other coin machine journals, Wurlitzer will make a complete announcement of its new "Skee Ball"—redesigned by Paul Fuller, whose creation of the beautiful cabinets and lighting effects of the Wurlitzer-Simplex has played no small part in its tremendous and ever-growing popularity. Combining striking eye appeal, intriguing play appeal and a record for permanent, sizeable profits, Wurlitzer's "Skee Ball" should prove to be one of the biggest money-makers that has ever been brought to the coin machine industry!

GAMES DIVISION

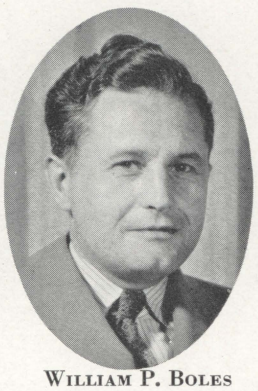
THE RUDOLPH WURLITZER MANUFACTURING CO.

North Tonawanda, N. Y.

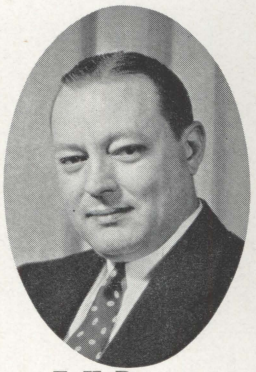
The Organization behind



ROY S. WALTEMADE
Controller

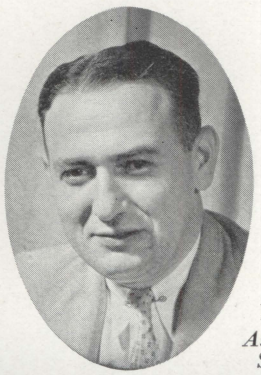


WILLIAM P. BOLES
Credit Manager



E. H. PETERING
Assistant General Sales Manager

ROBERT G. NORMAN
Advertising Manager

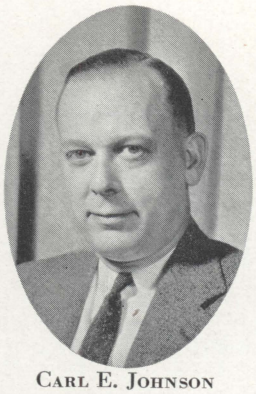


B. L. KULICK
Assistant General Sales Manager

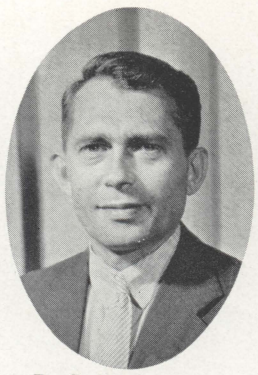
Farny R. Wurlitzer, President (right), and Homer Capehart, Vice-President (left), with Paul Bennett (center), well known for his long and successful association with the coin machine industry, as Manager of Wurlitzer's new Games Division. Their pledge—the complete cooperation of the entire Rudolph Wurlitzer organization! . . . Capable department heads exercising able supervision over a personnel whose artisanship is the envy of the coin machine industry! A sales force that knows what success is and how to

the Wurlitzer Game Division

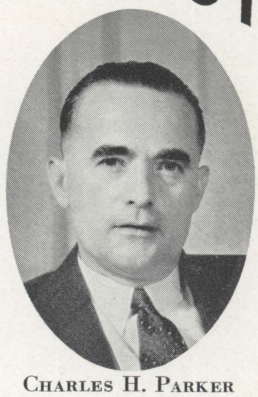
attain it! An organization in which every individual will stand 100% behind the new Games Division! One great purpose guides each and every one of them —to duplicate Wurlitzer-Simplex success with every product produced for introduction into the Games Field. Fired with this spirit—backed by Wurlitzer's unexcelled facilities—there can be no question but what the Games Division of The Rudolph Wurlitzer Manufacturing Company faces a promising future.



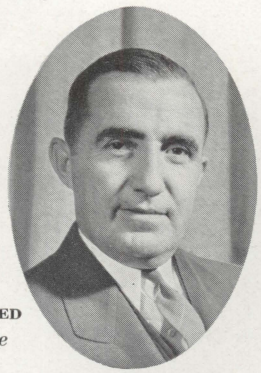
CARL E. JOHNSON
Vice-President and Plant Manager



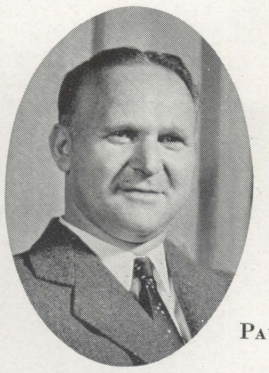
R. C. HIMBAUGH
Chief Engineer



CHARLES H. PARKER
Production Manager

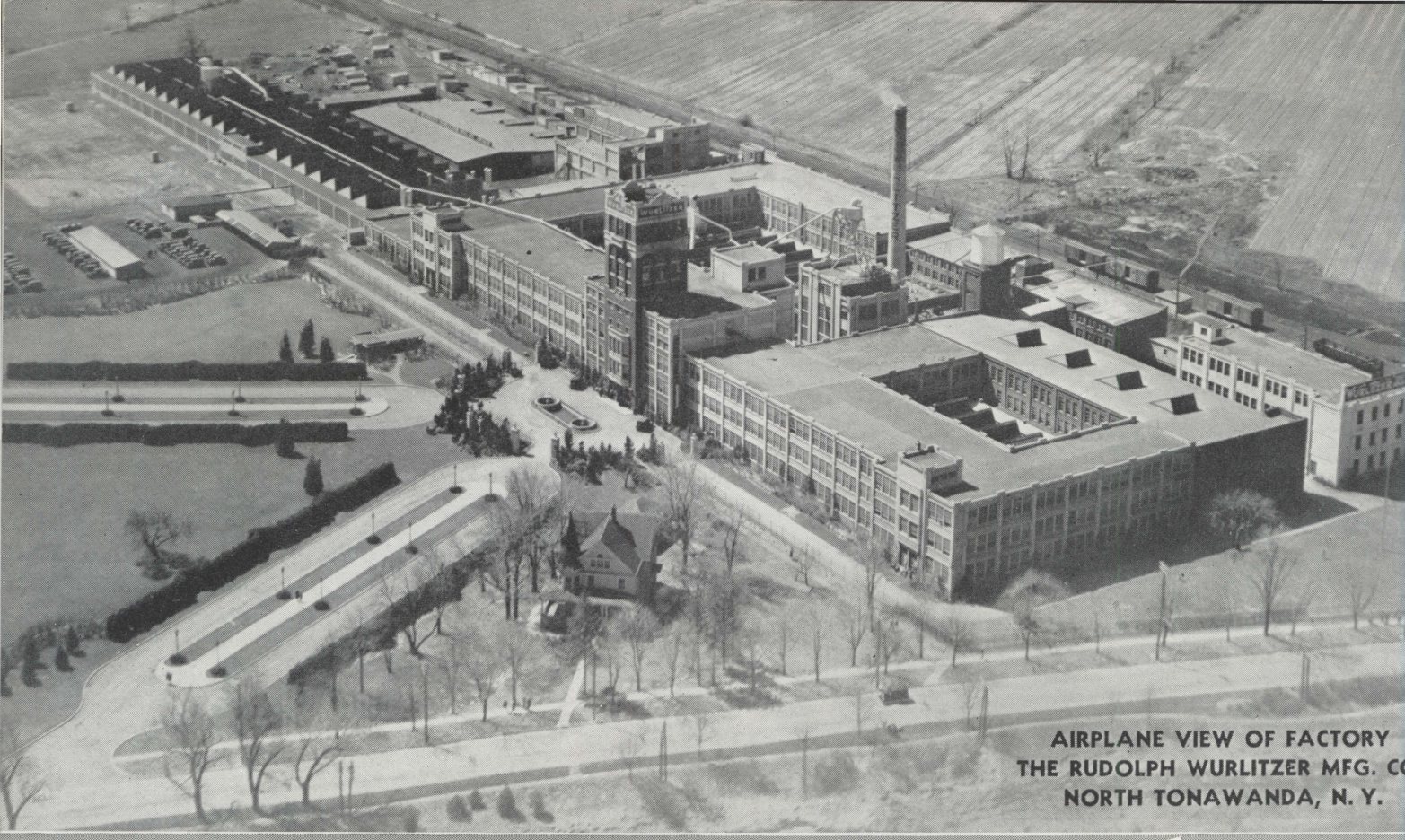


WALTER B. REED
General Service Engineer



PAUL N. FULLER
Designer

Wurlitzer's executives and sales force photographed at their 1935 Convention.



AIRPLANE VIEW OF FACTORY
THE RUDOLPH WURLITZER MFG. C
NORTH TONAWANDA, N. Y.

Located in North Tonawanda, New York, this huge factory of The Rudolph Wurlitzer Manufacturing Company constitutes one of the show places of Western New York. Without affecting the ever-increasing production of Wurlitzer-Simplex Automatic Phonographs —a portion of its tremendous facilities will now be devoted to the new Games Division. . . . Housing an organization of international repute, enormous in size, rich in experience, progressive in its policies, satisfied to produce nothing but the finest in coin-operated machines—a new era in coin-operated games is being born today within the imposing walls of these mammoth buildings.

•

GAMES DIVISION

THE RUDOLPH WURLITZER MANUFACTURING COMPANY

North Tonawanda, New York

Wurlitzer Enters Game Field; Inaugurates New Division » »

ANNOUNCEMENT has been made that the Rudolph Wurlitzer Manufacturing Company, of North Tonawanda, N. Y., has entered the amusement game field. The new division will be headed by Paul Bennett, formerly of Rockola, whose reputation for sound and successful merchandising of coin operated devices is well known in the industry.

As the first step in a comprehensive program, Wurlitzer has purchased the National Skee Ball Company of 2802 Neptune avenue, Coney Island, N. Y., and will manufacture the game in the huge Wurlitzer plant at North Tonawanda, N. Y., which covers 700,000 square feet of floor space. The game is covered by patents and has been sold under the names of "Skee Ball" and "Skee Roll," both registered names.

According to Homer E. Capehart, Wurlitzer vice-president, National Skee Ball was the pioneer manufacturer of "Skee Balls." Capehart says, "National Skee Ball started in business in 1908. Up until 1935 they confined their efforts to the amusement park field where Skee Ball games have always been big money makers. Then, realizing the possibilities for the game in taverns, restaurants and other locations, they perfected a coin operated skee ball and began pioneering it to the trade last fall.

"Although their production was limited," said Mr. Capehart, "the profits were so big in locations where it was installed that we recognized it as a device that fit our ideas for the kind of merchandise to be manufactured by our new games division then in the process of organization.

"Because the tremendous possibilities for Skee Ball games in the coin machine industry required the manufacturing facilities and financial resources of an organzation such as the Rudolph Wurlitzer Manufacturing Company, we were able to acquire the company."

Said Mr. Capehart: "The machine has been re-designed by Paul Fuller of Chicago, who designs all the Wurlitzer-Simplex cabinets and, from the standpoint of eye appeal, is one of the most beautiful devices ever offered the operators of America.

Will Launch New Line of Devices to Meet Present Needs of the Industry

"Because of the competitive skill required in playing it, such as in golf and other games, it marks a new era in coin operated devices by having the power to attract constant play without need for other inducement.

"In the Skee Ball we are offering the operator a big paying device that he can put in any city or location regardless of restrictions. And, because skee ball games have been tried and proven for over a quarter of a century in the amusement park field —because they have an "athletic twist" the same as more generally accepted sports, there can be no question about their ability to permanently make money for the operator."

In discussing plans for Wurlitzer's games division, Paul Bennett, manager of Wurlitzer's game division, said, "Wurlitzer plans to launch a new line of devices to meet the present needs of the industry. The purchase of National Skee Ball, pioneer skee ball manufacturer, is an indication of the type of devices operators can expect from Wurlitzer.

"From my long association with the industry," said Mr. Bennett, "I am convinced that big profits for the operator do not lie in putting new clothes on old models, but in ideas that are so basically new that they will challenge the interest and win the patronage of the public. The operators of America have had tough sledding in many parts of the United States due to the lack of new ideas, limited territory and restrictions of one kind or another.

"It will be the aim of the new games division at Wurlitzer to help change these conditions. Wurlitzer's research organization, manufacturing facilities, financial resources are solidly behind this new department

(Continued on Page 30)

PAUL BENNETT GETS HEARTY WELCOME TO WURLITZER—HOMER E. Capehart, vice-president of the Rudolph Wurlitzer Manufacturing Company, shakes hands with Paul E. Bennett, after signing of contract whereby Bennett heads Wurlitzer's new games division.

In keeping with the big receipts that the new Western sensation, Thorobred, has shown itself capable of taking in on test locations, the Western Equipment & Supply Company presents an innovation in coin receptacles with the introduction of the duck canvas bag, shown in photo above, in place of the conventional metal receptacle.

This beautifully designed bag, which holds one thousand dollars in five cent coins, is the very ultimate in facilitating collections. As two duck canvas bags are shipped with each Thorobred machine, the operator simply removes the filled bag and replaces it by hooking up the empty bag. Thus, collections are taken care of quickly, efficiently, and conveniently.

This attractive and handy bag embodies the high standard of all Western products—quality, simplicity, reliability and durability.

BUCKLEY PROVES ROUND DICE SQUARE

"Nothing like an actual demonstration," commented Jim Buckley, general sales manager of Bally Manufacturing Company, after playing 100 consecutive test games on Bally's Natural 1-shot payout dice game.

"A certain Mr. O'Toole," Jim explained, "who is one of our good distributors, took exception to our advertising that Natural plays regulation dice. So I set out to show him that the spherical dice in Natural is just as true and square as the traditional spotted cubes. Maybe I ought to use the singular 'die' instead of plural 'dice' inasmuch as I mean Natural's one ball, when I say 'spherical dice.' Any way, I gave O'Toole a pair of dice, which he rolled 100 times, while I shot 100 games on Natural. He rolled 10 'naturals' (7 or 11) and I made 9 'naturals' on the machine. The difference of one 'natural' I attribute to the skill element and the fact that my shooting arm is lame from holding telephone receivers while listening to jobbers yelling for deliveries."

Jim added that Natural appears to be one of those "meal-ticket" machines which enjoy a long, steady run.

$25.00 AWARD FEATURED ON BALLY "ROUNDUP"

Celebrating the anniversary of Prospector and Jumbo, which were released just a year ago, Bally Manufacturing Company goes into full production on a new 1-shot payout game, Roundup, which Bally officials claim will duplicate or surpass the popularity of last summer's Bally hits.

Describing the new Roundup, Jim Buckley, Bally sales manager, stated that the machine was carefully calculated to appeal to the same players who were attracted to Bally's earlier successes. "Roundup," Jim pointed out, "is Jumbo-size and has the same slow-and-easy Jumbo action and the Jumbo $1.00, $1.50, $2.00 winners right smack in the middle of the board. And it also has the double payout feature which has kept Prospector on location twelve long months Only this time it's not a $5 mystery award—but a big, blazing $5.00 to $25.00 payout that no player can resist."

"Two fiery red lights flash every time a coin is deposited, and if either light remains lit, the mystery pocket pays out a special token, which may be valued at anywhere from 100 to 500 free games. If light is not lit, this pocket pays only 2 free games, but those flickering lights dramatize the possibility of big winners, and anybody who thinks 50,000 per cent return on a nickel investment will not attract repeat play simply doesn't understand pin game psychology. Operators and jobbers who have seen Roundup call it the most sure-fire profit producer since Jumbo. I hate to give Jumbo a backseat, but the way orders are already coming in on Roundup, it looks like I'll have to. The boys are all getting ten-gallon cowboy hats to carry home their collections."

GOTTLIEB ABOLISHES EXTRA CHARGE FOR CHECK SEPARATOR

Chicago.—D. Gottlieb & Co. announces that hereafter Daily Races, Sunshine Baseball and Fence Buster will be equipped, upon request, with check separators at no extra charge. The elimination of this extra cost to the operator is another instance of D. Gottlieb & Co. reducing costs to the operator.

"We have been trying," said Dave, "to find ways in which we can help the operators. When we introduced Daily Races, we gave the operators the lowest priced one ball payout with a multiple coin slot and player changing odds. Next we offered Daily Races, Fence Buster and Sunshine Baseball with the new Gottlieb mystery single coin slot. Then followed the new Gottlieb motor driven payout unit as standard equipment. The automatic fuse was another feature that saved operators both time and money. Now we eliminate the extra charge on the check separator so that every operator can take advantage of this remarkable feature.

A very interesting Guessing Contest was held at the Rock-Ola plant just before Rock-Ola announced the release of their new Credit. Visitors to the Rock-Ola plant—Jobbers, Operators, and Distributors were asked to guess at what price Credit would sell. Jack Nelson, General Sales Manager of Rock-Ola, reports that every one entered in the contest guessed a figure much higher than the price which was later quoted on Credit.

THEY SAY.....

Locations like the increased Revenue from continuous steady play made possible by **ELECTROPAK.**

And no more "banking" by the house because of drained tubes since **ELECTROLOK** stops the cheaters.

Little Willie, scolded for the way he looked after playing in the street, wants to live in Italy after learning that Il Duce has praised the Junior Blackshirts.

The millions Haile Selassie took with him, after abdication, were just a little something he had put aside in case the rainy day didn't show up in time.

ANOTHER "AIRY" SUMMER SEEN BY MOLONEY

Recalling the prolonged run of "Airway" in 1933, Ray Moloney, president of Bally Manufacturing Company, predicted another "air-minded" summer this year in the 10-ball class.

"I'll never forget," Ray reminisced, "how 'Airway' kept going right through the heat wave of 1933 and because of its phenomenal earning power continued to sell in big volume even with several successive price increases. This summer operators have another 'air-plane' game to keep up their 10-ball earnings. Although entirely different than 'Airway' and an automatic payout machine, our new Air Lane has the appeal of planes in flight—an appeal that has a greater hold than ever on popular imagination. Operators tell us that Air Lane is bringing many dead spots back to life, particularly in exclusively 10-ball territory, and even in strong 1-shot sections Air-Lane is getting a very respectable play. We are confident that, like Airway, the new multiple payout Air Lane will retain its popularity way into the fall.

DAVIDSON SLAMMING THE "PILL" AROUND

Mr. Bert Davidson of the well known Morris & Davidson Advertising Agency of Chicago, took a look at the weather barometer when the heat started boiling up at Chicago, decided he would have nothing to do with it, and loading up all of his own, and his friends' golf clubs, together with a gunney sack of balls, he high-balled out of town to the Spink-Wanwasee hotel at Lake Wanwasee, Ind.

He left with a decided determination to get his muscles co-ordinating to where he can sock the old pill around under 80-regular. Upon his return there are some certain golfers who had better leave their do-remi sock at home whenever they start trailing around the green with him, as he will return trained to even all scores, so take a tip from Bill, and get out the 3-in-1 and oil up your joints—a plenty.

W. C. D.

Word comes from Jack McClelland of the National Amusement Company, Los Angeles, that Rock-Ola's new Credit is really a credit to anybody's coin machine business. Jack is very enthused about this new Rock-Ola hit and reports fine business with it.

"Government Lifts Ban on Reindeer Killing." It's a handy item for Mr. McTavish to display to the bairns next Christmas, if Santa fails to show up.

Ohio Physician advises the eating of salt to mitigate effects of heat. It is especially advisable to take a few grains when the heat is being furnished by a political spellbinder.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

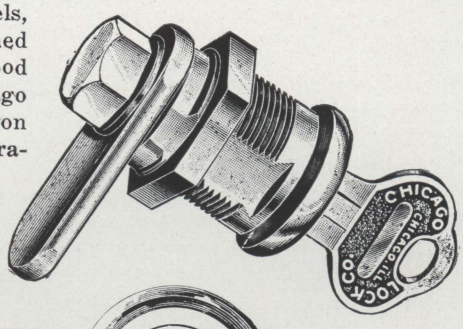
Exclusive Dependable Features of

CHICAGO LOCKS

LOCK NUMBER 2430

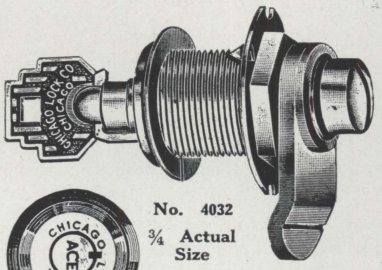
For thick wood or metal panels, in lockers, cabinets, etc. Furnished with escutcheon collar and wood anchor washer. As in all Chicago Locks, fraudulent key duplication is practically impossible. Illustration actual size.

Diameter of Cylinder ¾ inch. Length between Head of Barrel and Cam, 13/16 inch.



No. 2430
Actual Size
Double bitted
11 Tumbler Locks

Patented inner construction with 11 tumblers operating in a brass frame. Tumblers are aligned when key is inserted, but spring actuated when in locked position. We use many different types of millings on keys, obtaining a great number of key changes. A BLANK key will not enter a Chicago Lock.



No. 4032
¾ Actual Size

ACE LOCKS

The famous EXTRA SAFETY lock with Seven pin tumblers, **Round** Keyhole, and **Tubular** Key. Over 75,000 Key Changes. Drill Proof. Shear Proof. Center Plug of hardened steel.

Why are Chicago Locks used by almost all Coin Machine Manufacturers for protection of cash boxes? It must be because of their Security and Dependability. Notice the strong sturdy cam bolted to the Plug. Inner construction of every Chicago Lock is fully patented. Write for catalog.

Chicago Lock Co.
2024 N. Racine Ave., CHICAGO

WURLITZER ENTERS GAME FIELD

(Continued from Page 27)

and this means that no stone will be left unturned to bring to the operators of America the devices that will make real money for them.

"Although the Wurlitzer-Simplex automatic phonograph is setting new sales records every month, the manufacturing facilities of the Wurlitzer company are so tremendous that by discontinuing the manufacture of radio cabinets for radio manufacturers and moving the Tonawanda piano manufacturing division to DeKalb, Ill., where an addition is being built to take care of the entire piano business, it has been possible for Wurlitzer to devote all the space required for the games division and to hold plenty more in reserve, both for the growing Simplex phonograph business and the expansion of the games division.

"Both divisions will have the benefit of Wurlitzer's designing department, with a trade-wide reputation for creating merchandise with striking eye appeal, Wurlitzer's facilities for fine cabinet work—Wurlitzer's electrical and engineering organization that have lifted coin operated phonographs to a new plane of perfection and whose experience dovetails perfectly into the requirements for coin operated games.

"It will not be the policy of the games division to bring out a number of ideas merely for the sake of having something to sell," concluded Mr. Bennett, "but to introduce new ideas at reasonable intervals, each measuring up to certain definite requirements we have established, chief of which is the power of the idea to be a permanent and profitable producer for the operator."

WESTERN ANNOUNCES $5.00 MUTUAL COUPON PLAN

One of the most liberal profit sharing plans ever offered to the coin machine business, is announced this week by "Jimmy" Johnson, owner of the Western Equipment and Supply Company. The name of the plan is "Golden V Mutual Coupon." Precisely, this is the way the plan works.

Every Western table shipped will bear a Golden V Mutual Coupon. When the jobber or distributor sells the Western table to the operator, he gives the operator a double perforated coupon. After filling out the required data, the operator sends one coupon to the Western Equipment and Supply Company within seven days from the date of purchase. The second half of the Golden V Mutual Coupon is retained by the operator. Upon accumulating 25 Golden V Mutual Coupons, the operator mails them to the Western Equipment and Supply Company, specifying the Western table he wants to redeem his coupons for. The Golden V Mutual Coupons are void if transferred or traded and are only redeemable for a Western table upon the presentation of 25 coupons.

The Golden V Mutual plan also includes the distributors and jobbers. Upon their presentation of 25 coupons bearing their firm name, they are given a regular jobber's and distributor's credit applicable upon new Western table purchases. Jobbers and distributors' coupons are void if transferred and traded and are only redeemable as a credit on a new Western table upon the presentation of 25 Golden V Mutual Coupons.

In announcing the Golden V Mutual Plan, Mr. Johnson stated, "The Western Equipment and Supply Co. has always deeply appreciated the patronage of its many thousands of customers. Inasmuch as modern business prohibits the old fashioned "thank you," I have decided on this mutual profit sharing plan of showing our good will. There are no strings attached to this plan, and if Western customers will adhere to the rules, I am sure they will more than realize the generosity of this offer. Please inform all purchasers of the operators to insist on a Golden V Mutual Coupon when purchasing a Western table."

Teacher: "Can anyone tell me how the earth is divided?"

Willie: "Between them that's got it and them that would like to have it."

"Does your wife believe all you tell her?"

"Does she? Why, she believes lots of things I'd never dream of telling her."

PUT 'N TAKE

400 Holes	Form 3875
Takes in	$15.00
Average payout	$ 7.54
Price with Easel	$ 1.10

Plus 10% Federal Tax

CHAS. A. BREWER & SONS

Largest Board and Card House in the World

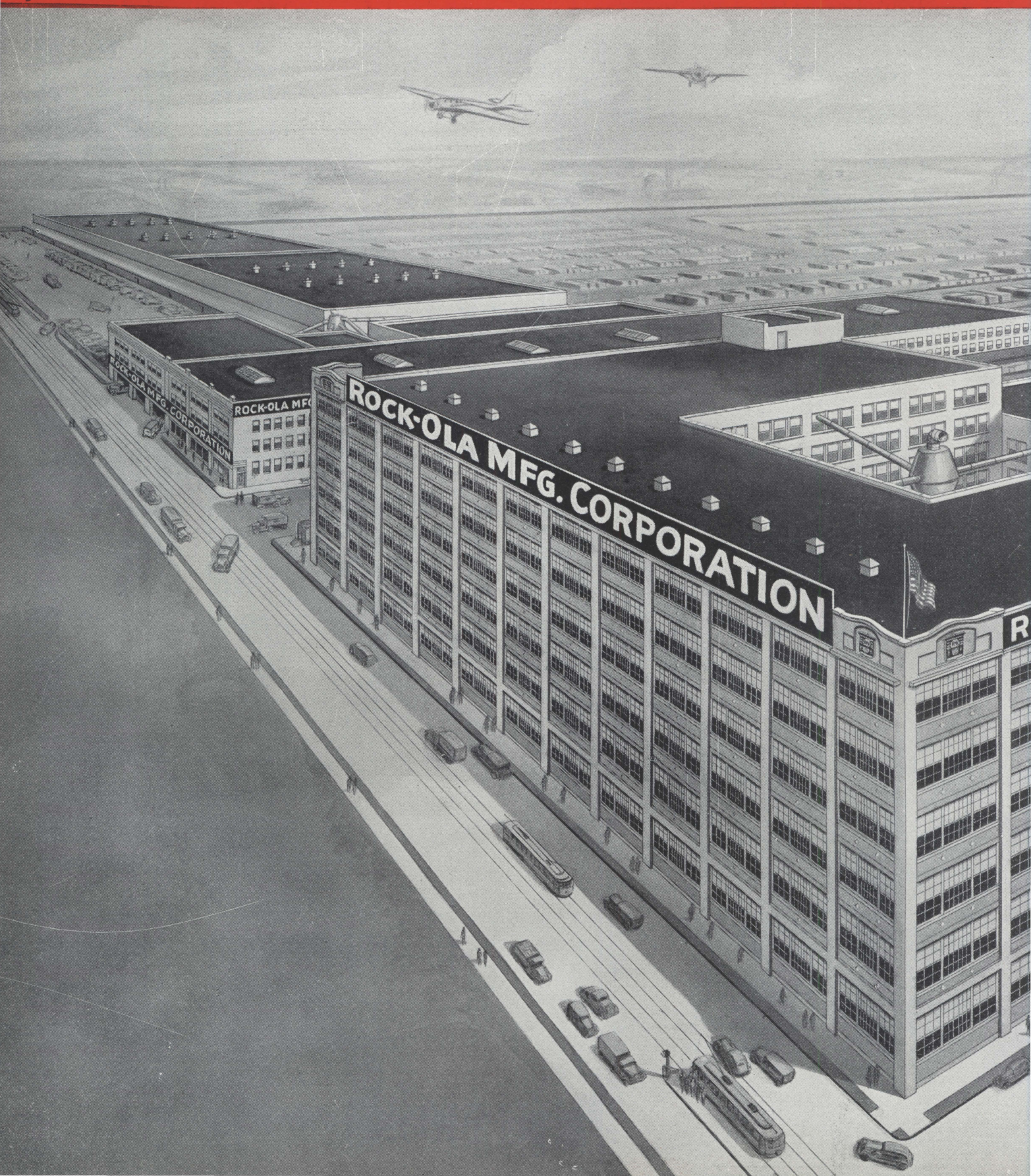
6320 Harvard Avenue Chicago, U.S.A.

STONER CORPORATION

Aurora, Illinois

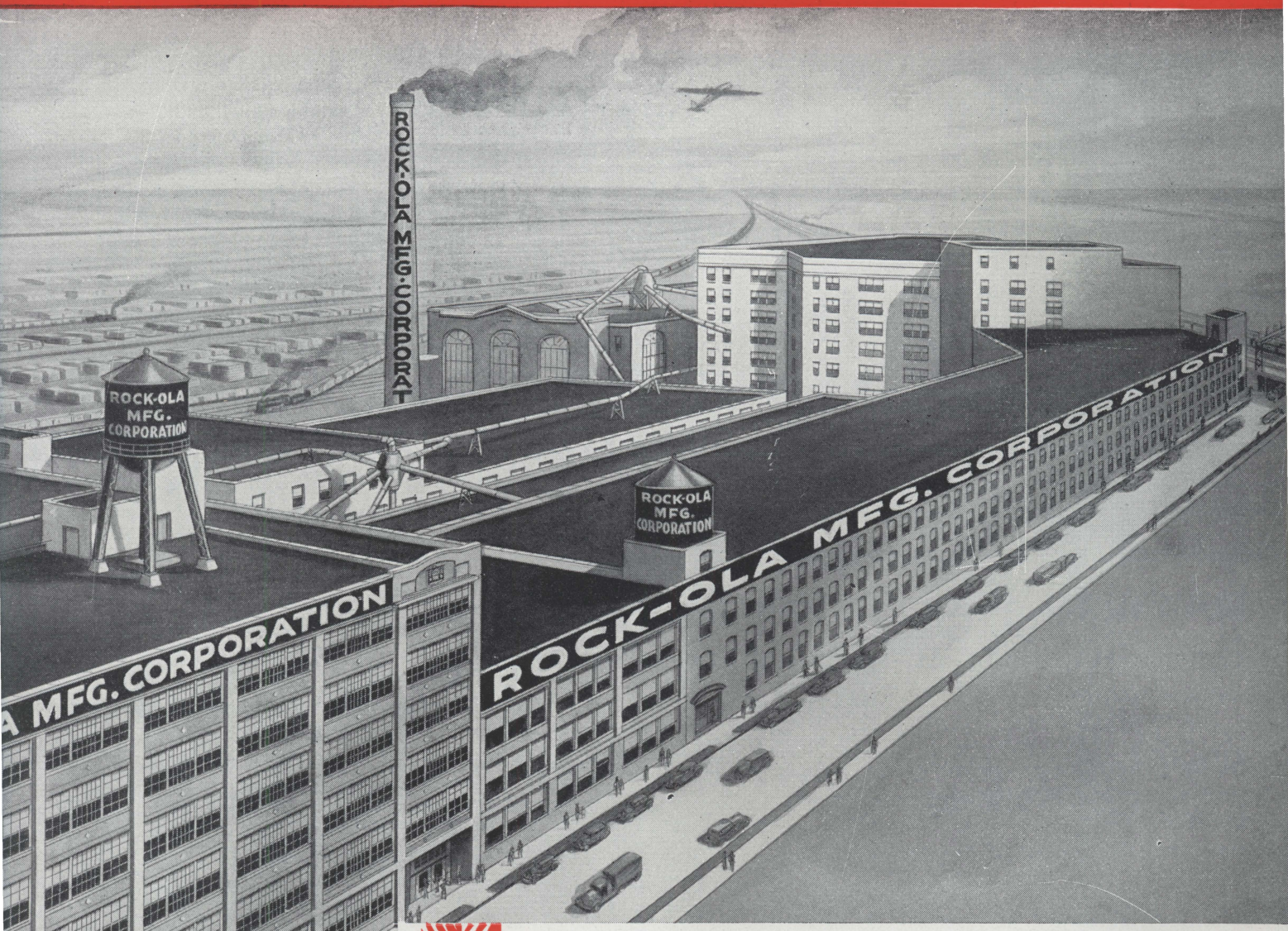
Greater products... b

FROM THE



r greater profits

INDUSTRY'S LARGEST FACTORY!



The tremendous facilities of this great factory stand back of your business---and assure you of bigger and more permanent profits!

The building of great profit-producing coin machines at the ROCK-OLA plant is years beyond the experimental stage. Besides the tremendous facilities of this huge factory, the ROCK-OLA organization has something money cannot buy—and that is a rich background of valuable coin machine experience!

ROCK-OLA has made history before in the industry. And more history is now in the making. Right now, throughout the entire 800,000 square feet of production area in the massive ROCK-OLA plant, everything is set for a schedule of mass production such as the industry has never before seen!

Sensational new ROCK-OLA profit-giants are ready to be released. And these are in addition to the present line of famous Rock-Ola successes. New space is being added. Man power is being increased. New equipment is being installed. Thousands of dollars are being spent!

So it is only natural for progressive coin machine men—with an eye to greater and more lasting profits—to be lining up with ROCK-OLA—and assuring themselves of a profitable, permanent coin machine business!

ROCK-OLA MANUFACTURING CORPORATION

800-876 North Kedzie Ave.

Chicago, Illinois, U.S.A.

MORE PEANUTS—MORE BEER MORE BEER—MORE PEANUTS

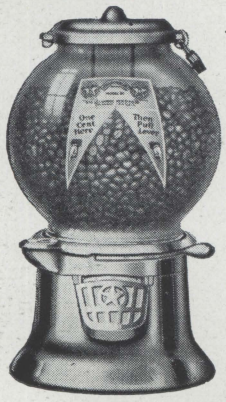
This heading holds true according to a recent article in the Columbus Vendorgram. And if you will stop and think back, and in case you have never been guilty try for yourself and see if the more peanuts you eat the more beer you will want in case you like the taste and you only drink water the more water you will want. But most everyone will want beer anyway, since the beer drinkers are in the majority. Now there is where you as a peanut machine operator can benefit. We quote this from Columbus Vendorgram. "Now is the time to secure new, desirable locations for Model '21' table type peanut machines and 'cash in' on the increasing demand for salted nuts."

Whets Peanut Appetite

Smart beer parlors know that beer whets the appetite for peanuts and that fresh, salty peanuts stimulate the desire for beer. The Model "21" table lamp model peanut vendors which display fresh nuts under lamp are too tempting to resist. Once a location owner has placed a few of these machines in his booths, the frequent play that follows will con vince him of the need for one on every table.

The profits on the table lamp peanut machines during the spring and summer beer season make this type vendor a consistent money earner. Operators not now operating table lamp vendors will find it profitable to put more on locations.

COLUMBUS
Model "M"
Peanut and Confection Vender



How long will your machines be productive? Why? Experiment? Eventually you will use Columbus Venders

F. C. EWING CO.
The Operator's Friend
1414 E. Lancaster—P. O. Box 851
Phone 2-8618 FORT WORTH, TEXAS

ELECTROPAK OPENS BRANCH OFFICES IN PRINCIPAL CITIES

Due to the tremendous increase in Electropak sales since these units were adopted as original or optional equipment by almost every coin machine manufacturer in the country, the Electrical Products Company have found it necessary to expand their sales outlets, and report the opening of branch offices in Chicago and New York City.

Their Chicago office is located at 626 W. Jackson Boulevard and is under the management of Mr. Harold E. Johnson. Mr. Leon Berman is in charge of the New York office at 152 W. 42nd Street. Both of these men are highly trained in the electrical operations of pin games and are in an excellent position to give Epco customers technical information and help, as well as to make prompt deliveries from emergency stock.

The Electrical Products Company report further that the Electropak is now being installed as either original or optional equipment on new games manufactured by Mills, Jennings, Bally, Stoner, Pacific, Gottlieb, ABT, Daval,Genco, Shyvers, Stirling Novelty, George Ponser, Rock-Ola, A. L. Games Co., and the Neutron Engineering & Mfg. Co. Operators everywhere are specifying Electropak because every Electropak is fully guaranteed by the well-known Electrical Products Company guarantee, under which any defective units may be taken to the neares jobber or distributor for replacement at no charge.

In a personal interview, Mr. A. B. Chereton, president of the Electrical Products Company, revealed the fact that he strongly believes the industry is going to enjoy a prosperous summer, stating further that he based his beliefs on the fact that sales of Electropaks to both manufacturers and distributors have reached a new high, and that "hold back" distributors are coming into the Electropak fold in surprising numbers. Mr. Chereton concluded with the announcement that the Electrical Products Company is working two shifts to fill orders.

"Horses can sleep standing up, like elephants and other animals." And dads with couple-week-old sons.

Discriminating Travellers Prefer

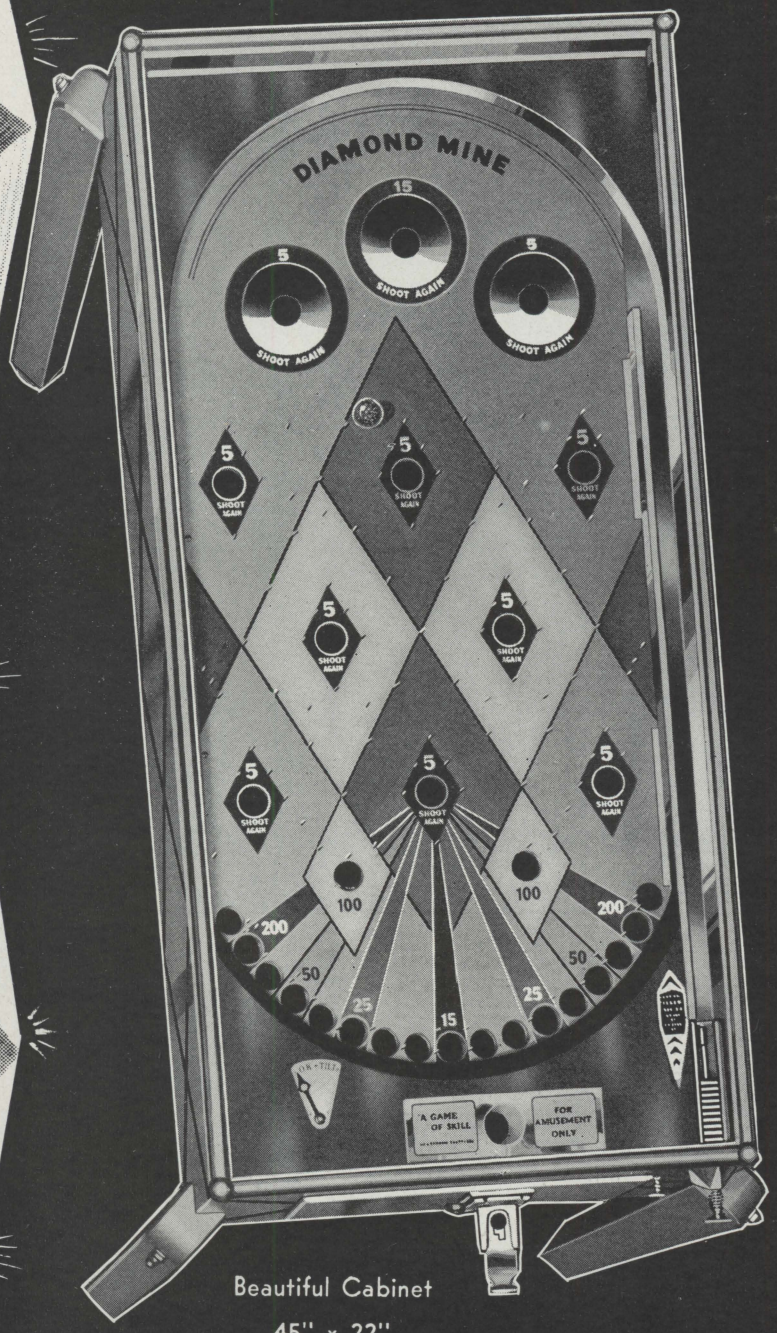
HOTEL PRESIDENT

There's a warmth of greeting—a restful comfort and luxury at Hotel President that makes your visit so much more pleasant. A splendid location; food that spurs the jaded appetite—all at low cost. Garage directly opposite entrance.

PERCY TYRRELL *Managing Director*
450 ROOMS with Bath from $2
"JUST OUT OF THE NOISE ZONE"
KANSAS CITY
BALTIMORE AT 14th ST.

a DIAMOND MINE

ON EVERY LOCATION !



Beautiful Cabinet
45" x 22"

BETTER BUILT BY BUCKLEY

$100.00

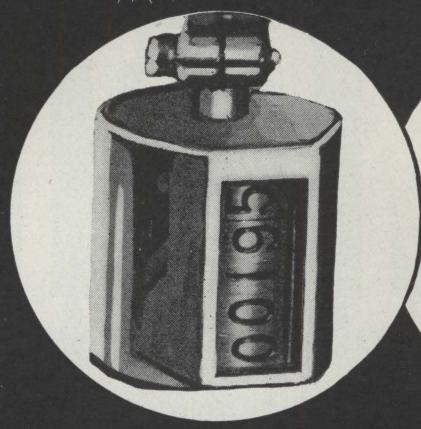
SPARKLING NEW ONE BALL PAYOUT FEATURES

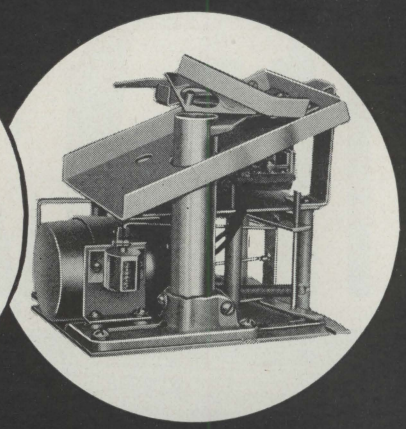
● Absolutely disregarding the time worn old ideas for a payout game, BUCKLEY brings you a sparkling one ball machine complete with NEW features that will instantly revitalize every location.

The player shoots that big diamond crystal ball. If it drops into any of the "shoot again" holes, his coin is returned and he gets a free play for one of the great big awards. The center concave saucer pocket at the top pays 3 coins and also allows the player a free play. Awards of 15c to $2.00 at the base of the board invite the player to play and play again.

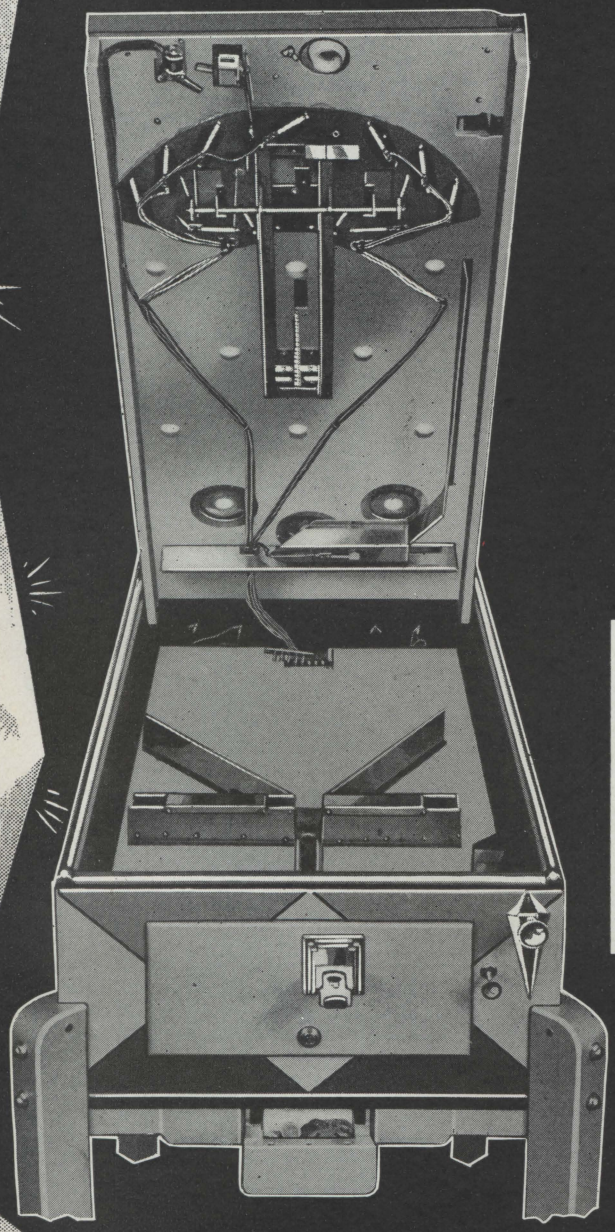
DIAMOND MINE with its new one coin minimum payout permits more payouts—and more payouts mean more players. DIAMOND MINE because of this and many other exclusive BUCKLEY features will make "DIAMOND MINE" profits for all operators. Place your order today!

2 VEEDER COUNTERS- THE WATCHMAN OF YOUR RECEIPTS!





DIAMOND MINE offers you double protection with these TWO VEEDER COUNTERS! Every coin inserted is registered on the Veeder Counter attached to the shuffle board . . . every coin paid out is automatically registered on the Veeder Counter attached to BUCKLEY'S fast accurate AUTOMATIC PAYOUT UNIT. DIAMOND MINE IS THE MACHINE THAT CANNOT BE CHEATED!

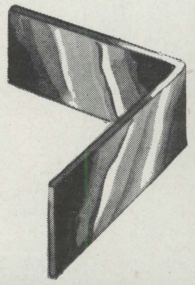


SIMPLY RELEASE A THUMBSCREW – READY ACCESS TO EVERY PART OF THE GAME!

DIAMOND MINE is a masterpiece of construction. BUCKLEY has built real convenience into this new one ball automatic. Instead of the old way . . . scratching hands, tearing sleeves, pushing wires out of place, etc., all the operator has to do is simply release a thumbscrew, swing the playing field up, and every part of the machine is readily accessible. Two sturdy steel arms automatically hold the playing field up.

COMPLETELY ARMORED WITH 4" OF HEAVY GAUGE CHROME STEEL

Fully mindful of the sorrowful experiences in "drained payout tubes" that operators experience at the hands of "cheaters," BUCKLEY has COMPLETELY ARMORED DIAMOND MINE WITH 4 INCHES OF HEAVY GAUGE CHROME STEEL. It is impossible to bore holes, wedge, or manipulate wires! With the TWO VEEDER COUNTERS and this "STEEL PROTECTION," BUCKLEY OFFERS you the first fully protected machine ever built.



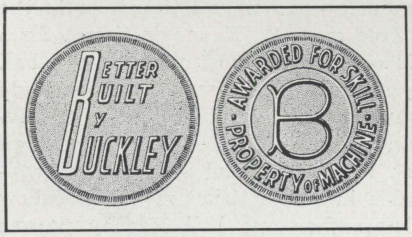
ORDER TODAY — IMMEDIATE DELIVERY!

BUCKLEY

MANUFACTURING COMPANY

2156 W. WASHINGTON BLVD.
CHICAGO

THIS NEW DELUXE TRAVELING BUCKLEY SALESROOM IS THE FIRST OF A FLEET WHICH WILL COVER the principal coin machine centers in the United States. The inside is lavishly outfitted with all modern conveniences comparable to those found in a fine hotel. The complete line of Buckley coin operated amusement machines is conveniently displayed so that the prospective buyer can examine every detail of the machine he is interested in purchasing without moving the machine an inch. In the above photo, reading from left to right are Mrs. "Bill" Gullette; Miss Mabel Smith, a well-known circus and carnival operator of Buckley Diggers and Scales, and last but not least is the ever popular "Bill" Gullette, one of Buckley's traveling representatives.



The above check, designed for use in Buckley automatic payout machines, has proven to be one of the finest offered by any manufacturer in the coin machine business.

The common practice of counterfeiting checks was one that harassed and hindered both operator and manufacturer. In fact, at one time, it threatened the future of automatic payout machines.

Realizing the importance of a check that could not be duplicated by cheaters, the Buckley firm spared neither time nor money in designing the perfect check.

The standard Buckley check which is designed with the "Better Built by Buckley" slogan embossed, has proven to be exceptionally popular with the operators. The entire design of the check is so intricate, that it proves to be economically impossible to counterfeit. it. Cheaters would have to spend a young fortune on dies.

"Bill" Woollen, general sales manager of the Buckley Manufacturing Company, has received many letters from operators all over the country, praising the new Buckley check as the best offered by a manufacturer.

OPERATORS HELP BUILD HIT GAME IN REEL "21"

Chicago.—A. S. Douglis of Daval Manufacturing Company, well known manufacturers, this city, reports that since Reel "21" has been accepted by the industry as a "hit game" he feels free to divulge the fact that leading operators had much to do with its construction.

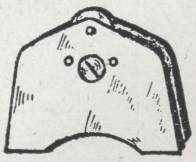
According to Mr. Douglis, Reel "21" was built on the suggestion of certain leading coin machine operators who wanted a popular priced counter game that "would realy play Black Jack, or the "old army game" according to "Hoyle."

He claims that these men approached him when the firm were hard put to make deliveries on their sensational Penny Pack machine and that he accepted their suggestion but was forced to put it aside until the rush for Penny Pack somewhat slackened.

The engineers of Daval Manufacturing Company went to work on this game immediately, Mr. Douglis reoprts, and the firm produced their first model some weeks ago.

These same leading operators who suggested the game were then called in and were asked to criticize the first hand made model. "They certainly tore that game to pieces," Mr. Douglis stated. "They did everything to it but throw it out of the window. After they were finished with their blast of criticism they pointed out to us where we hadn't made any different game from some

ROLLER BEARING Percentage Regulators



MADE of case hardened steel. They fit perfectly on the star wheel of Jennings, Mills, Pace or Caille machines. When ordering, state make of machine, also whether 10 or 20 teeth on star wheel. Fifty cents each, $5.40 per dozen, $40.00 per hundred. No. shipments made without reasonable deposit.

M. T. DANIELS
1025-1027 University Ave.
Wichita, Kansas

of the "21" games which had already appeared on the market and asked us to start all over again.

"From henceforth some of these men were at our factory every week. They worked right with the engineers explaining the action they wanted and the way they wanted the game to play. They put us through more difficulties than we believed possible in the construction of any game.

"It was therefore with their gracious help that we were able to produce Reel "21" in its present form with changing dealer odds and the general draw play which is strictly the way "21" is actually played.

"The player cannot draw any more cards after he has opened the dealer's shutter. All other shutters lock automatically. He is licked if he draws over 21. He does not play against a fixed award card but actually against a changing dealer hand which he cannot see until he is satisfied with his hand. Which is exactly the way the game itself is played.

"The operators in the country should know this fact, we believe, and therefore we are telling the industry in general that Reel "21" was built by operators, for operators, and certainly the operators who instantly made it a great counter game hit realize this today."

Daval Manufacturing Company report that they are simply swamped with orders for Reel "21." All their leading distributors have been rushing them wires for the game.

PHONOGRAPH OPERATORS

The improved 2000-play VELVETONE needle doubles the life of records, and outlasts all ordinary needles.

Write for Full Information

L. E. TURNER

1229 Park Row Bldg.
NEW YORK, N. Y.

CLAIM HEAVY PROFITS ON RAY'S TRACK

Ray Moloney, president of Bally Manufacturing Company and namesake of the Ray's Track horse race game, is elated these days at collection reports coming in on the machine.

"What tickles me most," Ray stated, "is the fact that earnings are consistently increasing, as more and more players fall under the spell of the Ray's Track daily doubles. For example, one machine earned $65.35 the first week, $96.70 the second week and $206.70 the third week. In one certain operation of 25 machines earnings for four weeks play averaged $79.10 per machine—net profit in the operator's pocket. Furthermore, certified copies of the collection reports are in our files."

Ray stated that production plans now under way call for tripling the out-put of the Ray's Track machine in order to make faster headway into the backlog of orders on hand.

J. H. KEENEY AND COMPANY SALES ARE GOOD

Ray Becker, sales manager for the J. H. Keeney and Company, reports that because of the increased demand for Keeney's Booster, Grand Slam, and Rainbow, all three of these games are going at mid-run peak supplying orders coming from resorts and sections with large summer populations.

Booster is Keeney's odds-boosting five ball game that comes in three models—payout, all ticket, or in the "free game." Keeney's Grand Slam is one of the most popular one ball payouts on the market. The single multiple coin chute takes up to seven nickels. The odds vary as high as 40 to 1. Grand Slam is also available in an all ticket model. Rainbow is another one ball Keeney payout that has met with unusual success. Its two ball single coin chute doubles the play over that of an ordinary game.

All Keeney games are now equipped wtih Keeney's own "world's best" payout unit, and, where specified, the first jam-proof ticket vending assembly on the market.

Mr. Becker points out once more, that a Keeney game must be OK or the full purchase price will be refunded.

DAVE GOTTLIEB LEAVES FOR TEXAS AND COAST

Chicago.—Dave Gottlieb left Chicago last Thursday for a trip through Texas and particularly Dallas. He plans to take in the Texas Centennial and, if possible, run up to San Diego for the California Exposition.

While touring the Southwest and Pacific Coast, Dave will call on some of the leading operators and distributors in the territory and incidentally get their ideas on what the new

coin machines should feature.

"The operators," said Dave, "are the folks who really know what the playing public wants. They are right on the locations and can watch the people play and hear them talk. They know which features go over. I hope to talk to as many operators as I possibly can while I'm gone, to find out their opinions as to what features the new games should incorporate."

Nate Gottlieb has just returned from a trip to the West Coast and brought back his reactions. Upon Dave's return the two will go into a huddle from which will emanate some real features that will make new coin machine history.

When Dave left, the Gottlieb factory was operating at capacity on Daily Races, Fence Buster, Brokers Tips and Sunshine Baseballs. The multiple coin slot and mystery single coin slot have proved themselves to be two of the greatest features ever used on payout gams. The new motor driven payout and ticket units have stood up through exhaustive tests and are now offered to the trade with the confidence that they are the finest on the market.

BALLY CELEBRATES "ACE" ANNIVERSARY

More firecrackers than usual are banging around the Bally manufacturing plant this week. The boys are celebrating the anniversary of Ace, which was announced just a year ago this week and was the first of Bally's epoch-making 1-shot games.

"Ace was a great game in itself," says Ray Moloney, Bally's president, "but its real importance was the fact that it lead the parade of what has unquestionably been the most sensational series of pin game hits in history. Ace was followed, during the year, by Prospector, Jumbo, Bally Derby, Peerless, Pari-Mutuel, Bally Bonus, Multiple, Hialeah and All-Stars; every one of which was an outstanding hit.

"It's no wonder that operators call this 'Big Ballyear' and I want to assure the trade that we are heading into another and even greater Ballyear. Multiple earnings continue on the high level originally set by this machine. Natural, our 1-shot payout dice game, is establishing some real profit records for itself. And our latest, Challenger, has developed over-night into a hit comparable in popularity to Jumbo. Day and night shifts will be the rule at Bally's for an indefinite period now, as it is our job to get these money-makers out to the boys in the field as fast as humanly possible."

BIG THINGS COME IN LITTLE PACKAGES

When the Bally Manufacturing Company developed Bally Baby, said to be the world's smallest counter game, they presented a real engineering problem to their printers.

Bally Baby is three games in one machine, change from one game to another being made by simply changing reels and coin chute caps. One set of reels is for penny cigarette play and reproduces in full color the six most popular cigarette packs. Bally wanted life, flash, color, and unbeatable play-appeal on these reels. But—(and here's the catch)—all this had to go on a reel only 5/8 of an inch wide—less than half the length of the smallest joint on your little finger! The artists, photo-engravers and printers scratched

When We Say Bargains, We Mean Bargains!

MULTIPLE	85.00
ALAMO	85.00
PAMCO GALLOPING PLUGS	75.00
HIALEAH	70.00
PAMCO SPEEDWAY	55.00
PAMCO PARLAY (Bally Unit)	55.00
PAMCO PINCH HITTER	55.00
PAMCO RED SAILS	55.00
DAILY RACES	55.00
BROKERS TIP	55.00
FORTUNE	35.00
PAMCO PARLAY (Western Unit)	35.00
BIG SHOT	35.00
DAILY LIMIT	35.00
DE LUXE 46	20.00
SPORTSMAN	7.50

WIRE OR WRITE TODAY!

One-Third Deposit Positively Must Accompany All Orders

South Coast Amusement Co.

M. & M. BUILDING ◆ HOUSTON, TEXAS

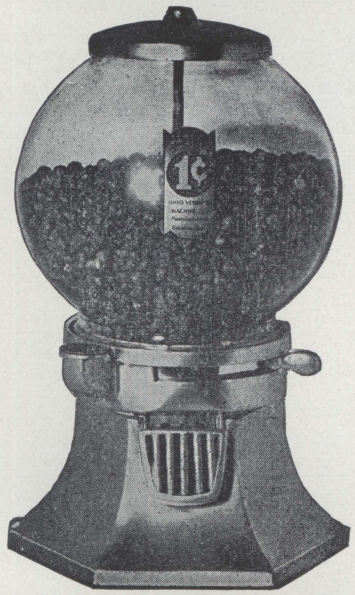
their heads. Then they went into a huddle. The ink and paper people were called into it. For days and weeks they experimented. Finally they were able to offer the finished product—a masterpiece of the printer's art and everything that Bally had demanded!

Bally Baby cigarette reels not only carry the live, vibrant colors of the actual cigarette packs, but carry them clearly and easily readable to the smallest important detail! Each package measures only 3/8 of an inch in width, and, although the name of the maker of one of the brands is only about 1/64 of an inch high, it can be read!

Because of this rare workmanship, Bally was able to present the coin machine industry with what is described as the world's smallest counter game (only 6 inches by 5 inches and 7 inches high)—one that could be fitted into any location, no matter how crowded, yet lacking none of the necessary attraction elements needed in building steady profits month after month.

Says Jim Buckley, Bally's sales manager: "Bally Baby is also equipped with Spell-Award reels for 5-10-25 cent trade stimulator play and numbered reels for the Treasury Balance Numbers game. Production on Bally Baby has been going at full tilt ever since the Baby's announcement."

OHIO MODEL, No. 50-A



Ohio Vending Machine Co.
Columbus, Ohio

McCALL NOVELTY AT ST. LOUIS APPROVED DISTRIBUTOR

The Chicago Coin Corporation is pleased to announce that the McCall Novelty Company of 2230 Pine Street, St. Louis, Missouri, has been appointed a distributor for that territory for their firm.

The McCall firm will feature the complete line of Chicago Coin's games, including Monopolee, one ball automatic payout game with the Play-Again feature; Multi-Play, a brand new super deluxe one ball automatic payout in an oversized cabinet that will take up to 14 coins per play; and Chicago Coin's new straight novelty game, Thriller.

Mr. Sam Wolberg of the Chicago Coin firm recently visited St. Louis, where he made arrangements for the new distributorship. Both the McCall firm and the Chicago Coin Corporation are exceptionally well pleased with the new arrangement.

GOTTLIEB OFFERS MOTOR DRIVEN PAYOUT UNIT

Chicago.—D. Gottlieb & Co. announce that all Gottlieb games with the exception of Sunshine Baseball are now offered with the Gottlieb motor driven payout unit as standard equipment. This unit has been on the market for the past thirty days and the compliments received have been highly gratifying.

The Gottlieb motor driven payout unit does away with inaccurate, jammed payouts. As a payout is scored on a game, the unit immediately goes to work and disburses the exact amount in split seconds. Faster and surer, this unit is quickly taking its place as one of the outstanding coin machine innovations of today.

Dave Gottlieb said that the unit is powered with a motor strong enough to carry much more than the usual load given to a payout unit and yet be economical to operate. No wasted electricity with the Gottlieb unit.

Because of the exceptional response to this feature, the Gottlieb factory is working at capacity in order to produce the number of units required to install on all the Daily Races, Fence Buster and Brokers Tip machines that are being shipped daily.

BUCKLEY OFFERS HORSES IN NEW GOLD TYPE FINISH

Symbolical of the tremendous profits Buckley's Horses, counter machine, is taking in, Bill Woollen, general sales manager of the Buckley firm, announces a new and more beautiful model at no increased cost. In making this exceptionally generous offer, Mr. Woollen stated, "In accordance with our established policy of constantly perfecting our products and giving our customers at all times the very best possible value, at a minimum price, we are pleased to announce that all future shipments of our sensationally popular counter game, Horses, will be finished in a new and exclusive gold type finish adding greatly to the attractiveness of the machine and making it possible for you to keep them bright, shiny, and "like new" without the use of polish of any kind.

"Under ordinary conditions we would make an additional charge of $1.00 per machine for this special finish, but because of the fine reception given Horses by the trade, we are arranging to fill all orders at the same price as the standard aluminum model.

In the opinion of those fortunate few who have seen this newly finished machine it is worth at least 25 per cent more than the original type. You can, therefore, judge what an exceptional value you are getting at no increased cost."

THEY SAY.....

When we gave up batteries for **ELECTROPAK** it was like giving up the old bucket brigade for the modern fire engine.

And cheaters have gone back to robbing birds' nests since **ELECTROLOK** made it useless to try cheating games.

It is a weak policy to criticize someone else's work, when in the first instance you could not have done better. And then, anyone can follow a path after it is made.

"A moth leads an awful life."

"How come?"

"He spends the summer in a fur coat and the winter in a bathing suit."

Watch Those Checks!

By Ernest W. Fair

Do you know that more than $200,000,000 are lost each and every year through check alterations and frauds?

And do you know that the law says that if there be nothing unusual in the appearance of a raised check or nothing sufficient to put a person on his guard the bank shall not be responsible for paying it?

And though banks are required to be fully acquainted with their customer's handwriting this rule is confined to the knowledge of signature and not the handwriting of the check?

A checking account is one of the greatest conveniences for the operator, not only for paying his bills, holding cancelled checks as receipts, but for other purposes as well. It is always advisable to make a special notation on the face of the check stating what it is in payment for.

Checking accounts establish business prestige so we must guard them carefully. Safeguarding our checks against forgers and check artists is the first step. Carelessness in writing and handling our checks generally proves costly.

While it is recommended that one or another of the devices on the market for safeguarding our checks be used there are also certain precautions to which we should adhere.

We should never leave bank statements or cancelled checks lying around where strangers may see them. We should pay strangers only with well protected checks. Our checks in the wrong hands invite raids upon our bank accounts.

Safety paper is a good protection. It defeats erasing attempts. It does not, however, protect one from skilful pen alterations. Checks should always be written with the letters and numerals well rounded and well formed, without flourishes or attempts at fancy writing. They should be begun close to the left edge of each space to be used, heaving no room for possible insertions.

Checks should be numbered for purposes of identification and recording and to facilitate cancellation if such should be necessary.

When a check is certified by a bank the bank becomes primarily liable to pay it without notice of its non-payment, and when the holder of a check thus obtains its certification by the bank, the drawer of the check and previous endorsers are released from liability and the holder can look to the bank for payment.

The drawer of a check that has become certified cannot stop payment on it at the bank after it has been certified.

As a matter of general practices checks dated on Sundays and holidays are not questioned but it is advisable for legal purposes not to date checks on Sundays or legal holidays.

Sam Cohen, well-known chief of the Atlanta Coin Machine Exchange, Atlanta Georgia, was among those who had a preview of Credit before it was released. Mr. Cohen states that he was so well impressed with the new table that he immediately placed a good quantity order.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

EVERY DAY

More and More Operators are Turning to

TID-BIT SHOPS

THERE is significance in the fact that wide-awake operators everywhere are showing preference for TID-BIT SHOPS. It clearly indicates that the outstanding merit of these new cartridge-loading Venitors is quickly recognized—that their greater money-making appeal is pronounced and their superior daily performance appreciated.

TID-BIT SHOPS represent an unusual achievement in vending machine construction. Their dependability in serving day after day without interruption or mishap assures substantial increased profits. Their ultra-modern design and extraordinary beauty present a striking appearance that instantly invites the buying public. Their capacity to vend 28 different items, including candy, gum, pretzelets and nuts opens up new locations and holds old locations, while stimulating sales. Wherever placed, TID-BIT SHOPS prove a permanent, profitable fixture.

Their sturdy 1c and 5c slug rejector provides superior performance. A simple mechanism, easily removable without disturbing products, makes for quick servicing.

Investigate TID-BIT SHOPS, the modern silent salesman that draws an ever-increasing flow of business volume.

VENITOR CORPORATION

Manufacturers

Title & Trust Bldg., Detroit

Send for circular today and learn about this new Venitor

We Endorse 9-Point Program of National Council of A. M. O. A.

TREND TO SIMPLICITY SEEN IN SUCCESS OF BALLY'S "NATURAL"

That there is a definite trend toward simple, easy-to-understand games with fundamental play appeal, is evidenced by the immediate spontaneous popularity of the "Natural" 1-shot payout dice game, according to Jim Buckley, general sales manager of Bally Manufacturing Company.

"Jumbo and Bally Derby," Jim pointed out, "owed their phenomenal success to their simplicity. When we asked operators why these games were going over so big, the usual explanation was, 'Because anybody can get the drift of the game at a glance, and they don't have to figure out the angles before they shoot.' Today the same thing is being said about 'Natural.' Some almost incredible collection reports are coming in on this machine, and the explanation is usually along these lines. Everybody understands dice, and here's a game where you win on 7 or 11, lose on 2, 3 or 12 or win when you make your point. Nearly every pin-game player has rolled the bones and it's only natural for them to go for 'Natural.' "

Jim pointed out that public taste goes in cycles, the demand for simple games alternating with a demand for more elaborate types of play. "But right now," he concluded, "simplicity is in the saddle; and, as usual, Bally is promoting the kind of games the public wants."

F. C. EWING CO.
The Operator's Friend
Southwest Distributor
Columbus Vending Machines
1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEX.

KEENEY'S VELVET GAME

Players! Hundreds and thousands of players! You don't know them, may never meet them—yet they control your business. What they think and what they do determines your profits, your growth, your future. With this salient thought in mind, Keeney has created its own "G-Men."

Members of the engineering staff of J. H. Keeney and Company, have been traveling by plane to the various test locations of Keeney's new Velvet game, to observe not only the operations of the game, but to study the players' reaction to Velvet in spots all over the country. In this way any possibility of chiseling or cheating Velvet was also caught and the situation remedied, in order to make the game absolutely cheatproof before general delivery of Velvet to the public.

Keeney's Fred Steffen, Chief Engineer and Al Thoelke, Assistant Engineer, both reported to the office "headquarters" that the "cash in" and "replay" idea was a positive success on every location investigated. Both Keeney men stated that players were excited over the possibility of a $20.00 reward for a 5c investment. They went on to say that most of the time players would rather allow their winnings to "ride," parlaying their profits on the second play. Another feature that players went for was the fact that awards over $2.00 were paid out in tickets. In this way, if the player hits a big winner, the payout tube will not be drained and the game will be ready for more play.

More reports from Keeney's "G-Men" will be forthcoming from various sections of the country.

GOTTLIEB GAMES HAVE UNUSUAL FEATURES

Chicago. — "Some games have some features but very few games have all of the latest features," said Dave Gottlieb. "Daily Races and Fence Buster are the only games on the market," continued Dave, "to offer multiple coin slot or mystery single coin slot as standard equipment, along with Gottlieb's motor driven payout unit and check separator at no extra charge."

The multiple coin slot paved the way for increased earnings on each play by allowing the player to insert more coins before play. The mystery single coin slot gave all the thrills of a multiple slot to players in territories where multiples are not permissible. The Gottlieb motor driven payout unit did away with inaccurate, jammed payouts. And now, a real boon for the operator, comes the announcement that the extra cost previously charged for check separators has been abolished.

In addition to the above, Daily Races and Fence Buster are also equipped with automatic fuse and are keyed alike.

Sunshine Baseball, the one ball automatic payout with player changing odds that is causing a sensation, is equipped with automatic fuse and check separator at no additional charge.

F. H. VOGEL
Pres., Columbus Vending Co.

CUSTOMER EXPECTS HIS MONEY'S WORTH

"Regardless of the fact that each vending machine sale only amounts to a very small sum, seldom more than a few cents, the customer must feel that he is getting his money's worth," says Frank H. Vogel, president of the Columbus Vending Co.

"It should always be kept in mind that a satisfied customer is a repeat customer and repeat sales mean more profit to you."

"Perhaps the most common fault is the giving of too small an amount of merchandise. Then the customer feels he has been cheated and would be unlikely to buy again. Successful operators have found it better to be a little more generous and thereby increase the number of sales, rather than rely on a few large profit sales. It is important to the profitable operation of your vending machines that previous customers buy again and again. This is possible only through their being satisfied at the time of their first purchase."

"Another fault, although not so common, is the negligence of some operators in the matter of keeping their machines clean. Consider that before any sales can be made the prospective customer must be attracted to the vending machine. An unclean machine holds little or no attraction and in many cases drives away what would otherwise have been a profitable sale.

"Giving your customer a fair quantity of merchandise and keeping your machines clean and attractive not only means more profit to you, but is important because it makes an excellent impression with the location owner. Seeing the machines in constant use and attracting patrons to the store satisfies him that your machines are a good thing and a welcome feature in his location."

GOTTLIEB MYSTERY SINGLE COIN SLOT STIL LGOING STRONG

A Gottlieb feature which has taken the industry by storm is the mystery single coin slot. Territories in which multiple coin slots are not permissible are rapidly taking to this innovation.

"The action of the unit makes it as intriguing as a multiple coin slot without the necessity of inserting additional coins. For instance, the mystery single coin slot installed in a Daily Races game would work like this. As the coin is inserted into the slot, the light-up rack bursts into a flash of color. For a few seconds you can't tell whether you're going to get two horses with win odds of 4-1 or all eight horses with 40-1 odds. After flashing from one horse to another and from one set of odds to another, the lights finally come to rest at a certain combination which may leave the player any number of horses, from one to eight, with odds up to 4-1," explained Dave Gottlieb, head of D. Gottlieb & Co.

Comments are being received daily from operators all over the country. More and more orders are requesting games be equipped with mystery single coin slots. The Gottlieb factory is working at top speed to produce enough units to install on Daily Races, Fence Buster and Brokers Tip.

SPINNING WHEEL OF FORTUNE FASCINATES PLAYERS

Western's recently announced Wheel of Fortune has already proven an everlasting hit with the players.

The principle idea behind the game has been borrowed from the carnival stands. Western has taken the same, "Step right up folks, ten cents may win the beautiful doll, a basket of groceries or a trip through Indo-China," and-cleverly arranged it in a 1-ball automatic payout machine. All the player has to do, after inserting his coin, is shoot the ball. Regardless of which pocket the ball drops into, it spins the Wheel of Fortune. If the Wheel of Fortune stops on a winner, the player is automatically paid as high as twenty coins. If the ball lands in the one dollar, or ten cents to one dollar pocket, the player automatically receives that amount. The Wheel of Fortune is available to the operators in three different models, as an automatic payout table, ticket model and free games model. The automatic payout model is equipped with Western's new motor driven automatic payout unit. The free games model automatically records the payouts in addition to the many other marvelous features the free games device has to offer. Western's ticket model is equipped with a perfect, proven ticket dispensing mechanism. All models are optionally equipped, with the Stancor Univerter or batteries. Specify when ordering.

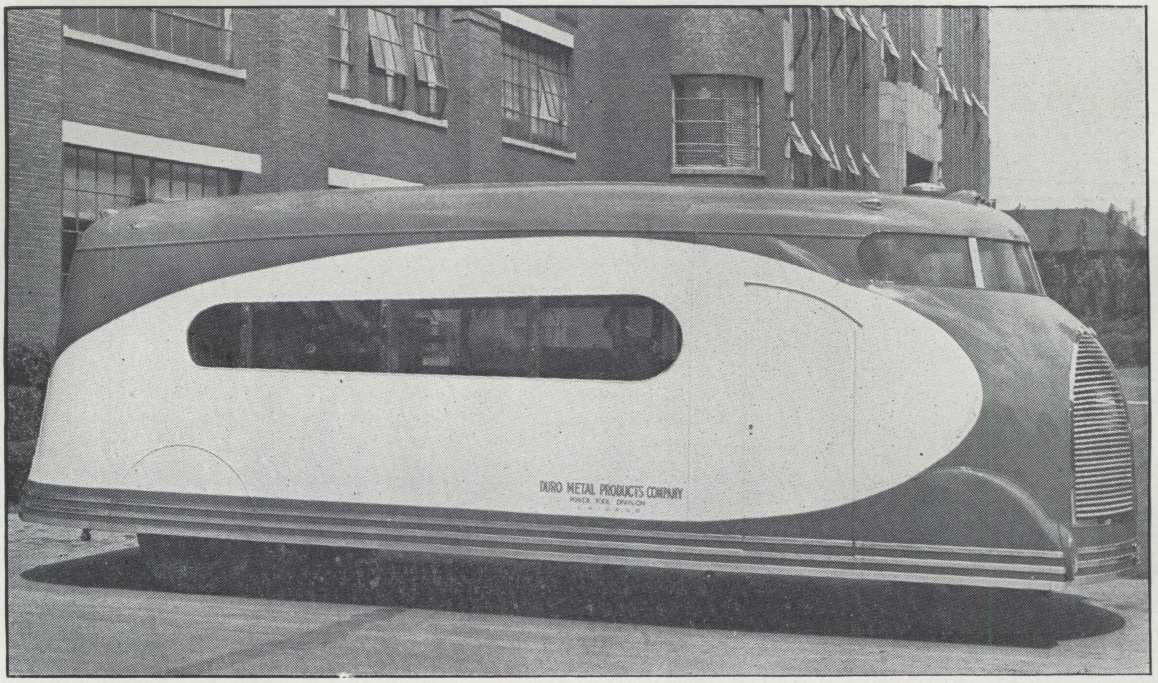
Jobbers and Distributors have been very pleased with the attractive display material Rock-Ola has provided for them in connection with the sale of Rock-Ola's new 1-shot pay table Credit. The theme of Rock-Ola's sales campaign on this new table is "Give Yourself Credit!" And judging from reports picked up from all over the country, operators are really giving themselves Credits in large quantities.

VIKING SPECIALTY CO.
530 GOLDEN GATE AVENUE
SAN FRANCISCO
Jobbers Exclusively
Send 15c in stamps for the most complete vending machine catalogue ever compiled.

PIN GAME CHECKS
FOR
Payout Tables, Pin Games, Bells, Jack Pot Games, etc.
Highest grade brass, accurately milled and uniform in size and thickness. Furnished in either the No-cash-value or Trade. Solid or with holes.

	1c	5c	10c	25c
5000	$4.50 M	$5.00 M	$4.50 M	$6.00 M
1000	4.75	5.50	4.75	7.00
500	3.00	3.50	3.00	4.50

Nickel plated checks add $1.00 per M to above prices
Terms—One-third Cash—Balance C.O.D.
SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.



THE FIRST AIR-CONDITIONED MOTOR BUS WAS PREVIEWED JUNE 30 AT MILLS NOVELTY COMPANY factory, 4100 Fullerton Avenue, Chicago. The bus is the property of the Duro Metal Products Company, 2651 North Kildare Avenue, and is their "Show Shop for Home Mechanics." The interior is equipped as a complete home mechanic's workshop and is the company's novel way of merchandising their line of drills, saws, lathes, and machinery—all for use in a home workshop. The "Shop" is sent all over the country to show the products to department stores and hardware dealers. The sales room on wheels is completely streamlined, painted in brilliant red and white, and outfitted with modern steam heating and electric power plant. A six foot six ceiling provides adequate standing space for even the tallest buyer who steps inside to inspect the display. The entire air-conditioning system was designed, manufactured, and installed by Mills Novelty Company under the supervision of Allen Trask, chief air conditioning engineer. The shop was designed by T. L. Hedgpeth, chief engineer and sales manager of Duro Metal Products Company.

ROBBINS "GOING PLACES" WITH STONER'S NEW GAMES

There is no lull at D. Robbins & Co., Brooklyn, N. Y., during the hot spell. Dave Robbins reports that Stoner Corporation cannot fill his orders fast enough for Short Sox and Turf Champs. These two games are making big money for operators. Dave says that they are the best games that Stoner has thus far produced. The first carload of Short Sox, which was received by Robbins was sold in his territory within 24 hours. Robbins says that he has placed an order with Stoner for five carloads of Short Sox.

F. C. EWING CO.
The Operator's Friend
Triple Cleaned Peanuts
Cashew Nut Meats
Fancy Grade for Vending Machines
ALL NUTS ROASTED AFTER ORDER RECEIVED
Write for Prices
AMERICAN CHEWING PRODUCTS
¾" and ⅝" Ball Gum
1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEX.

BALLY DISTRIBUTES "OIL PAINTING" OF GAME

Emphasizing the colorful beauty of the Challenger 1-shot payout game, Bally Manufacturing Company recently mailed out full-size actual-color reproductions of the play board. In fact, the posters are made by the same oil pigment process used in the manufacture of the panels and, therefore, every detail is reproduced exactly. The poster is intended for display in jobbers' salesrooms.

Jim Buckley, Bally sales manager, states that the machine, which features both changing odds and multiple coin chute, is enjoying a heavy demand and is particularly popular for warm weather operation due to the "sea-nic" panel showing yachts racing over a cool blue sea.

ROCK-OLA ANNOUNCES NEW BOWLING TYPE MACHINE READY FOR MASS PRODUCTION

An announcement has just been made by officials of the Rock-Ola Manufacturing Corporation stating that this firm now has, ready for immediate mass production, a sensational new machine of the bowling type.

The statement from Rock-Ola says that their new machine has been under construction for some time. It is completely tested. They state that it has been on actual location and has proved to be a perfect performer.

As an additional tempting bit of information, Rock-Ola officials add that location tests show an earning capacity for their new machine of $50.00 a day and better!

Some very interesting scenes are taking place in various distributors' headquarters these days. Operators are walking boldly into their distributors' offices and demanding Credit in a loud voice. The surprising thing about it all is that the distributor doesn't even look up the operator's rating, ask any questions, or anything else.

But the operator does get Credit. The Credit in question is, of course, Rock-Ola's great new 1-shot pay table of that name. This is one time when any operator can say that his Credit is good.

Operator Realizes Importance of Coin Machine Business . . .

By Lon B. Wilson

All you brand new operators and those of you who with a little cash on hand are just thinking of entering the coin machine operating business next fall. How many times have you asked yourself the question, "Just what chances lie ahead for me in this field? You know that money is no longer as plentiful as it once was and that the man who is fortunate enough to have cash in his pocket is just about ten times as careful how he spends it. How many times have you thought, "A man has to buy food and clothing and medicine, he has to see a doctor or a lawyer once in a while. Those things are necessities. But take my line now—coin machines?"

All right, what about it? Why isn't your business just as important if not so absolutely necessary as is that of the grocer, the lawyer or the clothing store owner? Call your machines business stimulators, amusement devices, merchandise venders whatever you will.

They have their part to play in this work-a-day-world and a mighty big part. All the coin machine business needs today is to have its face washed, its hair combed back and a little dignity smeared over its countenance. For, Mr. Operator, your business will be here after many of our so-called substantial businesses have sunk into oblivion. You are giving the public something quite definite, something that is vitally desired by mankind. You are giving him amusement, entertainment, perhaps vending a needed item or a popular phonograph tune. Why not be proud of it and hold your business in the esteem it deserves?

I write this for those scores of operators who have joined the ranks of coin machine operators in the past year and for those other scores who will be the new additions in 1937 and succeeding years. We old timers already know about it, or at least we are learning more every day. We know that our business is entitled to a respectable place in the sun and most of us are educating our public to that very same thing. Long ago we lost our illusions if we had any of them about the coin machine business being an easy money game where about all we had to do was to start the ball rolling and then sit back and take in the cash. Well, maybe you didn't feel that way, but I have seen the day that I have. I learned better right after I lost several of my best locations because I wasn't on my toes all the time. Or was it the day I had to pay out three gold awards on machines that because I didn't take care of them properly, were hardly making expenses?

No, it's not easy money. Like everything else you get out just what you put into the coin machine business. But speaking with all the assurance of a young operator who has in three years time risen from a mighty scrappy living from coin machines to a darned good living with plenty of leisure time, I still say that the coin machine business is one of the best today so far as opportunity to get ahead is conceived. Maybe you'd like to know how to do it. The recipe is simple enough. First of all you decide what kind of an operator you are going to be (there's probably more different kinds of coin machine operators than you'll find in any other line) and then whether or not you want to make it your permanent business. Then once you get started, you just work like the dickens, advance step by step, do your dead level best and with fair breaks you get some place, just like you would if you had decided to be a merchant or a doctor or a lawyer.

Three years ago I found myself in a small Missouri city with a young wife, $250 in cash and a lay-off notice in my pay envelope. No use to try to find another job in that town I knew and anyway I had long felt the urge to be on my own, to try my wings in some business where I could be boss. I chose salesboards with a view to eventually getting into the coin machine business. Mind you I was working on a shoestring basis and a greenhorn in the business at that. Now, embryo operators are likely to make a lot of funny mistakes that they can look back and laugh at in later years and I was no exception. I chose for my territory one that had just been taken to one of the worst possible cleanings by a group of fly-by-night operators and every location was swearing vengeance upon all salesboard operators impartially. It seems that the gang worked like this. The salesmen would go in with a bunch of "fixed" boards, tell the location owner that he was going out of business and offer to sell them at ridiculously low prices. Almost every drugstore, pool hall, restaurant and newsstand in the three small towns was taken in. Then in an hour or two, other members of the group would make the rounds, punch out the big lucky numbers and leave the owners with worthless boards on their hands. No wonder they were burned up.

Right away I saw what I was up against but I already had rented my house and moved to town so I determined to give it a try anyway. Here's a chance to use the old strategy, thought I. So I didn't even try to talk business to any of the places until I had been in their stores several times, had gotten to know them pretty well and let them know that I was a resident of their city. Then one day I brought in my boards and offered to place them on a commission basis, letting the owner keep entire charge of the take-ins and the pay-outs. I met with plenty of refusals

THEY SAY.....

You can bank on **ELECTROPAK** equipped games running as surely as you can bet on the 20th Century Limited.

And **ELECTROLOK** protects your cash box like the time lock on a big bank vault.

at first but by that time I had my plan of action all mapped out in my mind and I refused to be discouraged. From the first I showed them that I wanted to play the game fairly with them and luckily for me they soon began to take me at my word.

My first coin machines, I remember, were some "21" games that I bought second-hand out of my salesboards money and placed in some of my best locations about a month later. I believe I have mentioned that the three towns in my little territory were small and believe me that was a lucky break for me. For they had been passed up almost entirely by the larger operators and it was a swell chance for a small time operator like I was, somebody who had very little expense. When I first began to talk coin machine to my customers they were a little bit skeptical but because I had already proved to them that I was willing to play along with them and give them the best possible deals I knew that it was only a matter of time until I had them sold on the idea. All those weeks I had treated every one of my location owners as if he was my very best friend and had never let an opportunity slip by to treat him right. I saw that fairness and friendliness were my only chances. No fixed boards or machines for me. Used to living in small places all my life I knew just about what I had to do to get the start I wanted. I knew I had to shoot square and I also knew that those folks were willing to shoot square with me. That's the way it worked out, too. A machine here, one some place else and so on until I had placed those first few I had raked and scraped the money together to pay for. Then came other small purchases, a couple of good used Mills Silents, a Little Duke, and others, as I was able to buy them. Soon I had a nice little territory all my own, paying me small but fairly sure profits and with everyone of my location owners calling me by my first name and greeting me with a cheerful grin when I made my rounds.

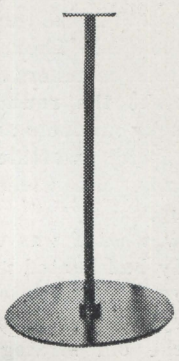
So I went ahead, building my territory a little bit at a time, making friends and giving service. I tried to give each location the type of machine I thought best suited to it. I didn't try to sell them on ideas just for the sake of placing a machine but I conscientiously tried to find out the right answer to suit us both. Of course, I learned like every other operator learns early in the game to give good service and to always be where I could be located with a trouble call. I knew after those first few months that I was sold on the coin machine business and that if I was to make a success of it I had to work just as hard and just as long hours as did a worker in any other field. I can truly say that I went after business in the old-fashioned, fair and square way which although it may be slow, yet in the long run is the only way for the small operator or indeed for anyone else to do.

A year and a half later when I began to sell off my old stuff and buy new and saw that at last I was beginning to accumulate a few real money makers I decided on opening a new and larger territory in a different state. Well, it was the same thing all over for me. The same, slow sure way of making friends with my location owners, giving the best service of which I was capable and shooting square with the general public. Not trying to hand myself any laurels but I do not think that anybody ever did accuse me of operating a crooked machine. At least nobody who saw me working ten and twelve hours a day, lugging heavy machines around and sweating just like any other working man, ever accused me of taking in "easy" money. It was not until several months later, just six months ago in fact, that I got it into my head to rest on my oars for a while and take a nice long vacation. I learned plenty by that one mistake, all right. If there is anything the young operator can't afford to do it is to loaf on the job. This holds true no matter how satisfactorily the money is coming in or how many men he is able to hire.

Through everything, though, I have made it my business to know the people in my territory, especially the slot machine fans and believe me, there are always plenty of them. Attendants where my machines are placed are given their instructions to allow no minors to play the machines or to stand around and watch adults play them. So as yet I have never known what it is like to have a group of indignant mothers descend upon me and accuse me of robbing their children, a thing that I have known to happen to other operators. In short, wherever I operate, I try to fit into my own particular city, to be just another one of its residents and to treat them as I want them to treat me. Another thing I learned which I consider a good tip to beginners is to take the coin boxes to the back or at least out of sight of customers to do my counting. After all, those people can only see the money you take in. They can't know how many coins of yours have dropped out of the pay tube during the day.

Not long ago I purchased a large number of a certain type of vending machine and placed them throughout my territory. It meant hiring an extra man and it has taken a lot of time to keep them serviced properly and to keep the merchandise fresh and inviting but I consider that money well spent. Anyway it was the only way I knew to make them show a profit. Besides, the vending machines give me an added feeling of stability as I know that no matter what happens to my other machines that those venders will be right in there making money for me every day. I think that any small operator will find it to his advantage to own anyway a few machines that give a definite product for the coins inserted in them. Peanut venders, gum machines, phonographs, whatever they are, I can think of no better investment for the beginning operator who is just learning some of the ins and outs of the coin machine business.

Often have I thought that one of the biggest advantages of having to



IRON STANDS
FOR PEANUT AND BALL GUM MACHINES
PRICE $1.35 Each
F.O.B. Fort Worth
Shipping Weight 20 Lbs. Each
F. C. EWING Co.
The Operator's Friend
1414 E. Lancaster
P. O. Box 851
FT. WORTH, TEX.

THEY SAY.....

Abuse of games by players has ceased since **ELECTROPAK** banished lazy operation—steady, snappy power keeps them playing.

Cheaters despair when they tackle an **ELECTROLOK** equipped game. It's no use.

start my coin machine operating on a shoestring was that I had to learn from the first to be my own mechanic. It wasn't easy but I had to stick with it anyway and today without meaning to hand myself any bouquets, I can say that I am a good enough mechanic to work in anybody's shop even though I do hire mechanics to do my own work. It's a pleasant feeling in these still somewhat unsettled times, to know that if something unforeseen happens to the business I have built up that I could start in all over again—get a job if necessary at good wages as a mechanic until I got on my feet. For, you see, the lure of the coin machine business has got me just like the smell of printer's ink gets the newspaper worker, just as it will get you other just beginning operators if you stay in it long enough. I feel that many of us have weathered the worst of the storm and I look forward confidently to a lot of better sailing. Anyway, I know now that I'm in the business to stick. Hard work, worry, all that maybe, but just the same, a swell business.

THAT VELVET GAME OF KEENEY'S

There is a dramatic story behind the inventing and development of J. H. Keeney and Company's new Velvet automatic payout table. It is likened to a story once told of Thomas Edison. The Edison laboratories had been working for days on a difficult experiment. Over three thousand experiments led to nowhere; not one of which had led to the solution sought for by the electrical wizard. Finally, Thomas Edison locked the doors and told his whole force that they had to stay until the work was done; and they did. Fred Steffen, chief engineer of J. H. Keeney and Company, had been working on an entirely different idea for an automatic pay table for quite some time. To each of his assistants he had delegated a certain portion of his experiments. After working for several weeks, Fred and his crew had not solved the problem, nor created the idea sought for. Finally, Fred locked the doors of the laboratories and said that everyone was staying until the idea was completed. The new Keeney Velvet game with the award or replay buttons was the result, an idea entirely new and exclusive with Keeney.

With the new replay idea of Keeney's Velvet, the player can take out his winnings on the first play by pushing the award button, or he may let the entire amount ride on the replay by merely pushing the replay button. Here's how it works for the player: The odds change with every hole on every play, running from 2 to 1 to 20 to 1, and with a Velvet hole that pays $2.00 on either the first or second play. If the player, let us say, hits a 50c payout on the first play, and desires to let his winnings ride on the second play, he pushes the replay button, and then shoots the ball. If it drops into a winning hole, the entire amount won on the first shot is parlayed on the second shot. Awards of 10c to $2 are possible on the first play, and awards of 20c to $20.00 are possible on the replay.

Another sparkling new idea developed for the first time for Velvet is one that the operators will appreciate most. On replay awards of $2 and over, Velvet vends tickets in denominations of 20 score points ($1.00). These new tickets are non-counterfeitable, and cannot be duplicated. By using this system of payouts on large amounts, the payout tube cannot be drained.

In Velvet are embodied features that the operator looks for in order to protect his investment. Velvet is equipped with a 12 coin escalator, and dependable powerpak, and Keeney's "World's Best" payout and ticket vending units. No extra charge is made for check separators. An all-ticket model is available at a slight additional cost.

Keeney's method of developing and merchandising games is rapidly making it one of the foremost organizations in the automatic field. This proves the theory that organizations whose executives work the hardest and think the hardest invariably lead the industrial parade.

ROCK-OLA'S "CREDIT" GETTING BIG RECEPTION

From all parts of the country come comments and reports on the tremendous popularity of Rock-Ola's new 1-shot pay table, Credit.

After looking Credit over and playing it for some time, it is easy to understand why this new pay table is such a nationwide success. Credit has a brilliant array of exciting money making features. As soon as you play Credit, you immediately recognize the fact that the game is very cleverly designed with one important factor in mind—and that is to make it look exceptionally good to the player. Everything about the play on Credit is in the player's favor.

There is, for instance, the big, wide-open double score pocket at

PIN-GAME HEADQUARTERS

There's a color and a sparkle about Hotel Sherman that appeals to pin-game men. They like its location right in Chicago's brilliant Rialto—they like its convenience to stores, offices, theatres, and all business contacts. The fine food, the comfortable rooms, and the low rates have a definite appeal. And when they drive—they like the fact that they can drive right into Hotel Sherman.

HOTEL SHERMAN
1700 ROOMS — 1700 BATHS from $2.50
CHICAGO
HOME OF THE INTERNATIONALLY FAMOUS COLLEGE INN
featuring the ICE CARNIVAL on 1,000 feet of REAL ICE

the top of the field which returns the ball for a free play—and which automatically doubles the value of every pocket on the next shot. This gives Credit a big top award of $5.00 which continually urges the player to keep on playing.

Then there is Credit's ingenious device which automatically credits the player with 5c for every lost ball.

Thus, when the player loses nine balls straight, Credit automatically pays him 50c. If, after nine balls in a row, the player makes the double score pocket on his next shot, he gets another play. Then, if the ball is lost, this makes his tenth straight lost ball and he automatically collects $1.00 instead of 50c.

Adding to Credit's appeal is the unusually brilliant playing field and cabinet—colorfully trimmed and decorated with plenty of eye appeal. Credit also has lights that flash on every time the ball goes into the double score pocket.

SOUTHERN AUTOMATIC REPORTS RECORD SALES WITH SEEBURG SYMPHONOLA

S. L. Stiebel and Leo Weinberger of Southern Automatic Music Company, Seeburg distributors for Kentucky, Southern Indiana and Southern Ohio, report larger sales than anytime since the show. Joe and Sam Weinberger are in charge of Cincinnati branch.

Leo Weinberger states that operators are learning each day that music is a very necessary part of the operators' business and is one of stability. The public has become music conscious and merchants have learned that a phonograph is an asset to their business. Ninety per cent of new phonographs being installed today are being placed in new locations which have never before operated music. The operators' job is one of promotion work, opening up new locations.

Operators of Seeburg High Fidelity Symphonolas report they are being welcomed with open arms by merchants who have seen the beautiful Symphonola models and its marvelous tone. Operators state that for each phonograph placed, at least three other locations are secured through that one.

Southern Automatic Music Company, Inc., report increased collections in their Louisville and Cincinnati operators. After many years of distributing coin operated machines as the Southern Automatic Sales Company, they have discontinued all types of machines and are concentrating on music only. Although in the music business less than two years, they have made rapid strides. Each week operators in their territory visit Louisville and Cincinnati and spend several days with the Southern Automatic Music Company, visiting locations and working along with the route man to become better acquainted with the many phases of phonograph operation.

Large shipments of Symphonolas are received daily in Louisville and Cincinnati to be delivered to the many Seeburg operators in the territory.

The first shipment of the Super Deluxe, three speaker symphonolas has been received. The first one in Kentucky was received by C. B. House of Kentucky Amusement Company, Louisville. The first in Indianapolis was received by Colonial Novelty Company, for an exclusive club.

WESTERN ANNOUNCES JITTERS, EXCITING NEW 5 BALL PAYOUT

"Jimmy" Johnson's pet saying, "Give the operators the type of game they can make a steady big profit on and the sales will take care of themselves," has been working out very well for Western operators, distributors and jobbers, and the company itself. Cocoanuts and Western's Races, two recent overwhelming successes, are still going over like a million dollars.

This week, the aggressive Western firm announces a new and proven success by the name of Jitters. This new Western five ball automatic payout is appropriately named from the standpoint that each play is so exciting in its delayed and rollicking action, that it actually gives the players the Jitters but they love it.

The big playing idea behind Jitters is the fact that any one of the five balls may be a winner. Primarily, the player tries to match two pockets of the same color. If successful, he is automatically rewarded as high as fifty cents. In addition to the many matched color pockets, any one ball in the one dollar, dollar fifty and two dollar pockets automatically pays out that amount. The playing field is arranged in an uncanny manner that presents a "simple to win," appearance.

Western's New Motor Driven Payout Unit is included as standard equipment. Operators are afforded the choice of either batteries or Stancor Univerter powerpacks when ordering. Jitters can also be equipped with Western's Check Separator at a slight additional cost. In addition to the automatic payout table model, Jitters is also available in a Ticket Model. The Ticket Model is equipped with Western's proven, positive ticket vending mechanism, with batteries or Stancor Univerter powerpacks optional.

Again Western scales the heights of beauty in cabinet design. The large sturdy deluxe cabinet is outstanding with an attractively colored light up panel.

Jitters is ready for immediate delivery.

ADVANCE VENDING MACHINES

More Than 100 Models
Send for 1936 Catalogue

ADVANCE MACHINE CO.

4647 Ravenswood Avenue
CHICAGO, ILL.

SPECIAL TRADE CHECKS

Made of Brass, Steel, or Aluminum and Lettered on Both Sides
ROUND—SQUARE—OR OCTAGON SHAPE

100	$3.50	400	$ 9.00
200	5.50	500	10.00
300	7.50	1000	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.
STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.
SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

J. D. PATELLA VISITS IN FORT WORTH

While visiting in the office of the Automatic World, J . D. Patella advises that he and his brother have recently organized a new firm called the O. K. Distributing Company.

Their company has its office at 4226 Main Street in Dallas, Texas. Mr. Patella says that Ad-Lee Duettes are very popular and are getting good play in all locations.

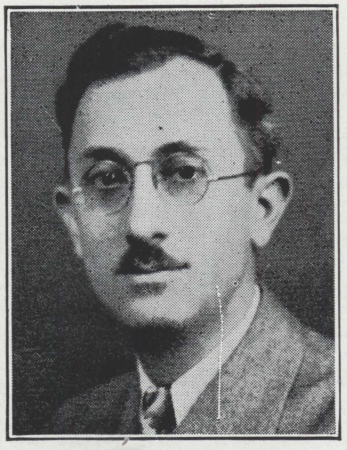
Mr. Patella has had several years experience in operating coin machines. He was operating in and near Bryan in 1932 and came to Dallas and entered the business in 1934.

OLD TIMERS BEHIND AUTOMATIC-MARKEPP

Handling the Bally line is nothing new to those behind Automatic-Markepp of Chicago, exclusive distributors for Bally machines in the Greater Chicago area. The distinction of being the first distributor in the United States, appointed by the Bally Mfg. Co., goes to S. L. Stanley,

S. L. STANLEY

head of the Automatic Amusement Co., Memphis, and one of the founders of the new concern. Following closely on the heels of this original appointment, the Markepp Co., Inc., Cleveland, headed by Myer Marcus, became the exclusive distributor for the entire state of Ohio. The long standing friendship of these two well known leaders in the industry came to a head when both decided to enter the Chicago market. As a result of their meeting in Chicago, both decided to pool their interests and establish a new firm to be known as Automatic-Markepp, Inc. The successful efforts put forth in the promotion of Bally products in their own



MYER MARCUS

territory brought about a similar appointment for the new company.

The beautifully appointed salesrooms and offices of Automatic-Markepp are conveniently located at 2340 Belmont avenue. Here one will find all the latest Bally hits on display, including many makes of used equipment. Fortunately, the close relationship between the new company and its parent organizations permits them to secure used equipment easily in keeping with market requests.

"Although Automatic-Markepp has been in business only several months, the volume of business done to date is more than gratifying," said R. L. Wilds, manager of the company who was previously managing director of the National Automatic Distributors Association. Mr. Wilds went on further to say that excellent business was undoubtedly due to the policies adopted by the parent companies. They do not operate machines in competition with operators and they do not sell locations. Operators appreciate such policies and strict adherence to them means much.

If you visit many operators' headquarters these days, you are bound to see, prominently displayed on the wall, the very attractive circular mailed out by Rock-Ola in honor of their new 1-shot pay table Credit. The circular reads "Give Yourself Credit For Picking A Hot Number!" and cleverly illustrated is what any one will agree to be a real "hot number"—a vivacious, appealing and most interesting little lady temptingly and scantily clad. Judging from comments heard, the boys got a real kick out of this "work of art."

"A statesman is supposed to be familiar with all public questions."

"Yes," replied Senator Bakblox, "but not necessarily with all the answers."

Tell the advertisers you saw their ad in AUTOMATIC WORLD

5 Model B Capeharts.....$165.00
5 Seeburg Selectophones.. 115.00
1 Gottlieb Daily Races.... 60.00
1 Red Sails $60.00

One-third deposit with order, balance on delivery

OK DISTRIBUTING CO.
4226 Main Street
DALLAS, TEXAS

MILLS NOVELTY COMPANY SOFTBALL LEAGUE

Composed Entirely of Mills Employees

12 Fully Uniformed Teams

Play Every Monday and Wednesday Nights

This is the largest company sponsored league in the world

180 Men in Uniform

MILLS ATHLETIC STADIUM

Kilpatrick and Lake Streets—Chicago

Grand Stand Free Box Seats 10c

HARMONY BELL AND PHONOS RECEIPTS ARE PLEASING TO OPERATORS

Many of you will remember the fine exhibit of Western Equipment at the National Coin Machine Show in Chicago in January 1936. At this time Harmony Bell was on display and was considered by many with long experience it would be very popular machine. At that time veteran operators, as well as the newer operators in the field, predicted that this new Western product would become a staple machine comparable to slots, phonographs, diggers, and other permanent automatics. That this fine consensus of opinion was not amiss is best proven by the steadily increasing demand on the part of operators all over the world. In a recent statement, Jimmy Johnson, owner of the Western Equipment and Supply Company, said, "I have received more than 1000 letters, commenting on the ability of Harmony Bell to make big money. About 75 per cent of all orders received for Harmony Bell are from operators who have many phonographs on locations. The general theme of these letters is that Harmony Bell has added tremendously to the regular phonograph receipts."

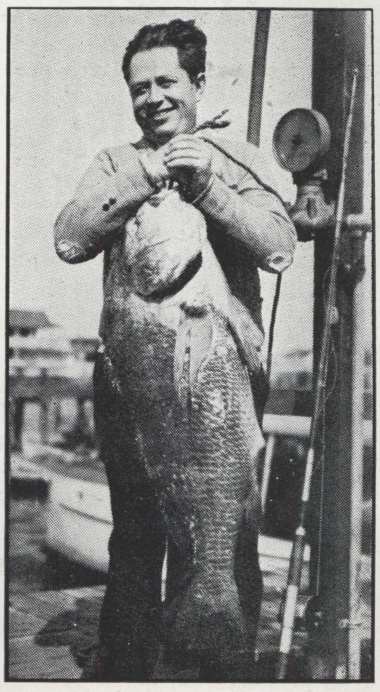
Harmony Bell is a very beautiful and likewise innocent looking machine. Designed of matched walnut veneers, with a plain mirror in the front, unsuspecting persons would never guess that this machine is one of the most uncanny automatic payouts ever devised. Here's how Harmony Bell works. The patron inserts a coin. With lighting-like speed, beautifully illustrated figures flicker all over a magic mirror. If it stops on a winner, Harmony Bell automatically pays out the award shown. The highest payout is $1.00. This phenominal Western machine can be operated individually, can be operated by being placed on top of an automatic phonograph with a few simple wires making the necessary connections to the phonograph, or it can be operated by remote control to a phonograph. In other words you can place Harmony Bell on a bar or cigarette counter, and if the phonograph is located in another room, all you have to do is run a couple of wires to the phonograph. Harmony Bell, when operated with a phonograph, is a dependable inducement to all players. They cannot lose. For every nickel inserted plays a selection record. Orders for Harmony Bell receive immediate shipment.

WE RECOMMEND:
ELECTROPAK
For Increased Pin Game Profits
Earns $90.00 Extra Per Location
Cuts Operating Expenses to the Bone
Eliminates Costly Service Calls
We carry all models in stock
Installations made in our shop
Write TODAY for Complete Information
Birmingham Vending Co.
2117 Third Ave., N.—Phone 3-2327
BIRMINGHAM, ALA.

A weather item mentions a "25-year-cycle," which must be something on the order of the one on which the youngster goes to the grocery store.

ROTHSTEIN MAKES FISHING HISTORY AGAIN

Philadelphia, Pa.—I. H. Rothstein of Banner Specialty Company, leading distributors, this city, who a few weeks ago reported that he had made one of the greatest record catches in fishing history with a party of friends has just surpassed that record with this same group of men who hauled in 321 fish ranging from ¾ pounds to 6 pounds each.



I. H. Rothstein

But, the most interesting and greatest record catch of the day was of a very unusual black drum fish, rare in Eastern waters, weighing 69 pounds which was hauled in by Mr. Rothstein and with which fish he was immediately photographed for national record.

Mr. Rothstein says, "This particular fish is known as the black drum. To the best of my knowledge it is usually caught only in bays. It is a game fish and mighty fast for its size. It took 43 minutes to land.

"When it was brought to the top it was necessary for one of my fellow fishermen to show real skill in gaffing it, thus landing it safely on the deck of the boat.

"Was I proud and tickled? Well, just draw your own conclusions."

It seems that if Mr. Rothstein continues at his present pace during the fishing season, the operators here state, they won't have to worry about any food for the rest of the summer. He is sure to supply all his present customers with pounds of fresh fish every Monday morning after a week-end of his usual record catches.

Mr. Rothstein may frame and mount his 69 pound record black drum catch for his offices. He claims that making records in fishing is really nothing compared to making records in coin machine sales, and that his firm is internationally known for both achievements.

It was one of mother's busiest days. Her small son, who had been playing outside, came in with his pants torn. His mother helped him change to another pair but in an hour or so he was back, his pants torn again.

"You go right upstairs, remove your pants and mend them yourself," his mother ordered.

Sometime later, she thought of him and went upstairs to see how he was getting on. The torn pants were lying on a chair but there was no sign of Johnnie. Returning downstairs, she noticed that the door to the cellar, usually closed, was open, and she called down, loudly and sternly, "Are you running around down there without any pants on?"

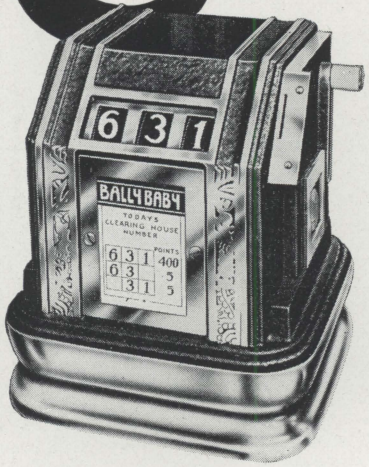
A deep voice answered, "No, madam, I'm reading the gas meter."

An explorer in Tibet has not been able to find a mountain he's been looking for. It's probably lying on its back, if it's the Carnera Alp.

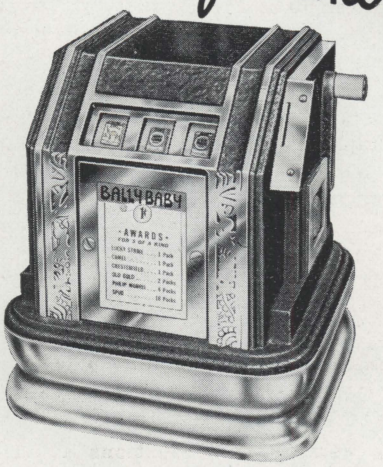
"Ohio garage man discovers new comet." It must have been immediately after presenting his bill to a high-strung patron.

3 sure-fire money-makers for $17.50 COMPLETE

One-third with order, balance C.O.D., f.o.b. Chicago.



NUMBERS GAME
400-TO-1 ODD



CIGARETTE
PENNY PLAY

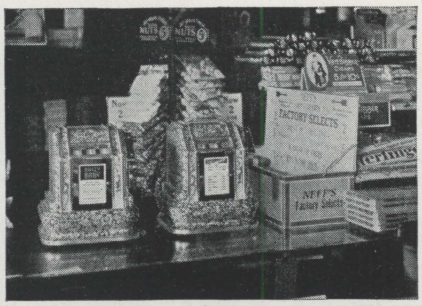
5-10-25 CENT
TRADE GAME

BALLY BABY

WORLD'S SMALLEST COUNTER GAME

3 MACHINES for PRICE of ONE!

HERE they are---all three BALLY BABY games---AND YOU GET ALL THREE WHEN YOU BUY ONE BALLY BABY---the biggest value in the coin machine business today! CHANGE from one game to another easily made in 5 minutes---and all three games are sure-fire money-makers on any counter.



SMALL
COUNTER SPACE

Illustration of two BALLY BABY machines on location shows tiny space used by the world's smallest counter game. Many operators double and triple their profits by having 2 or all 3 BALLY BABYS on one location at the same time. You can do it with BALLY BABY'S small size (6 in. by 5 in., and 7 in. high).

NEW NUMBERS GAME—based on Treasury Balance (or any number picked at random) is now smashing all records for earnings, due to tremendous appeal of 400-to-1 ODDS!

PENNY CIGARETTE GAMEshows full-color pictures of popular brands on reels and pays out in cigarettes. Fastest cigarette-merchandiser on the market.

5-10-25-CENT TRADE STIMULATOR Reels show various letters and spell out T-W-O, T-E-N, T-W-E-N-T-Y, etc., indicating odds—a novel, fascinating idea that gets plenty of repeat play.

If you haven't tried BALLY BABY, you're passing up a real chance at big, steady earnings—month after month, all year 'round. THOUSANDS OF SPOTS STILL WAITING FOR THIS POPULAR GAME—so get going now in your territory!

For Immediate Delivery Rush Your Order Today

BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILLINOIS

JOHN A. FITZGIBBONS, INC.
Eastern Distributor—453 West 47th Street, New York, N. Y.

SUMMER TIME is COUNTER GAME time

MANY OPERATORS BEAT "BIG TABLE" PROFITS WITH COUNTER GAMES IN SUMMER!

WAGON WHEELS

Compact, precision built. Only 5 simple moving parts, engineered to stand up under the heaviest play and abuse. Latest A. B. T. patented "Cheat-Proof" Coin Chute. A thrill of 16 seconds play to the player! A thrill of real PROFITS to you!

$19.75 F. O. B. Chicago

5 PROVEN PROFIT MAKERS

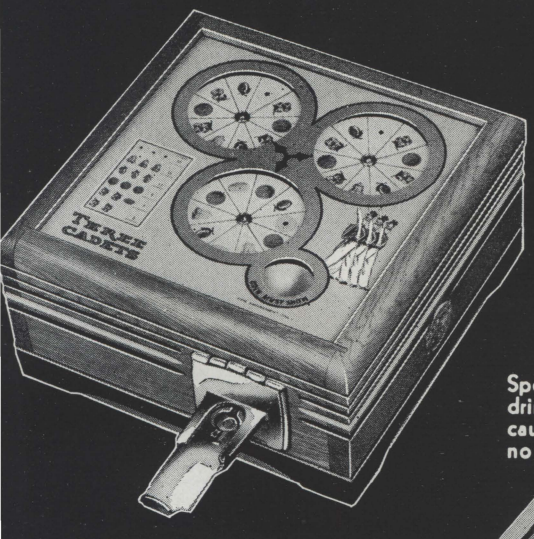
SPORTLAND

The game that catches the sporting instinct of the player for HIS SHOTS COUNT. Every valuable feature of "Wagon Wheels" has been retained in this new irresistable money maker.

SPORTLA
$19.75 F. O. Chic

3 CADETS

Built to withstand the heaviest play. A. B. T. Coin Chute—patented fool proof action and simple mechanism. The thrill of matching holds the player so long, the coin box has been made EXTRA large.



3 CADETS
$13.50 F. O. B. Chicago

SMOKE-UP

The players simply can't ignore Smoke-Up. Neither can you for this colorful eyecatching machine brings in immediate and lasting profits. Same mechanism as "Wagon Wheels."

SMOKE-U
$19.75 F. O. B. Chicago

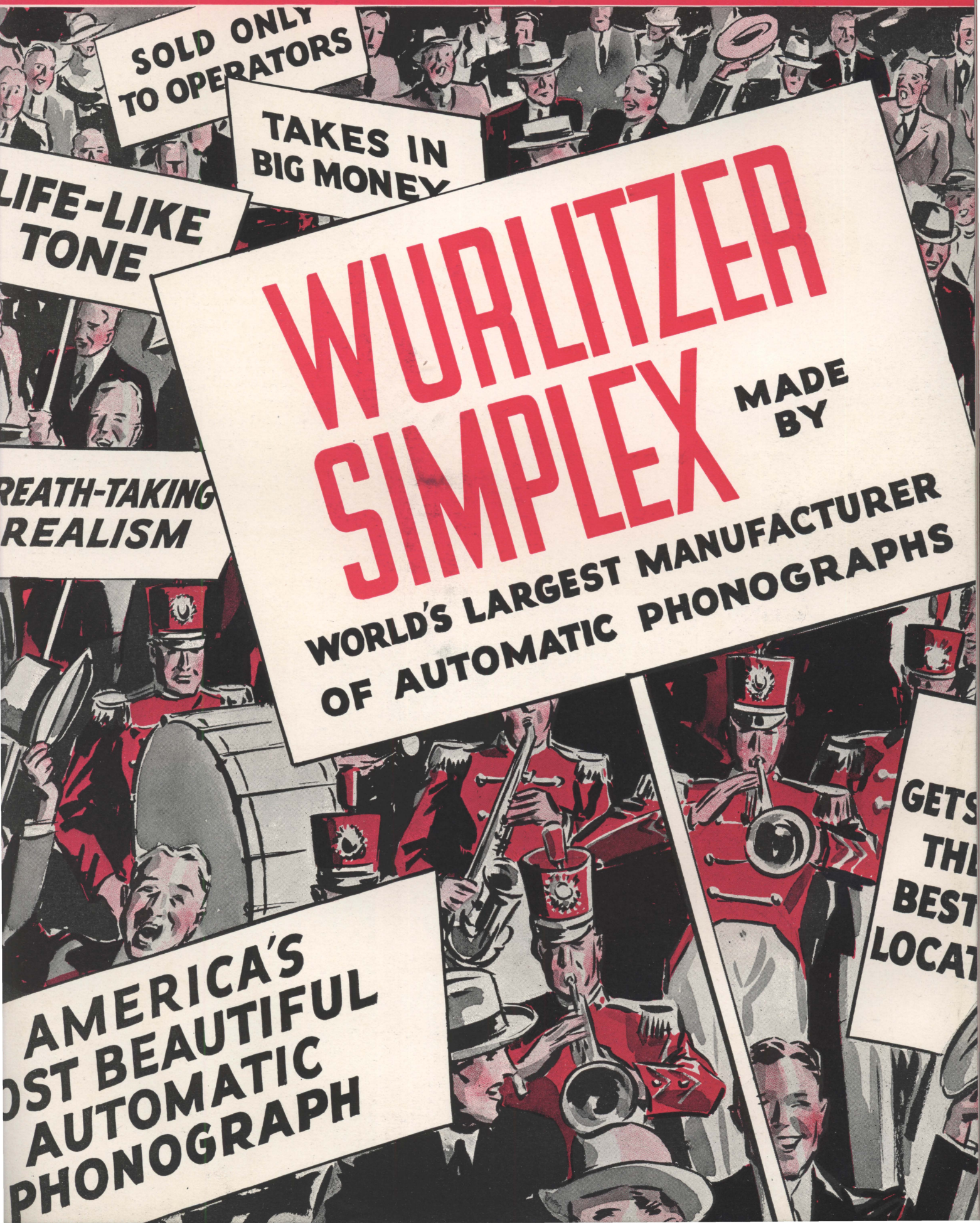
PROSIT

Specially designed for taverns and all places where drinks and refreshments are sold. A favorite because of its money making ability! You're taking no chance, Profit has proven its worth.

PROSIT
$19.75 F. O. B. Chicago

A·B·T MANUFACTURING COMPANY
3311 CARROLL AVENUE ■ CHICAGO, ILL.

OPERATORS NOMINATE IT!



OPERATORS WIN *with* 1936 WURLITZER-SIMPLEX

Endorse Wurlitzer's Platform of SELLING ONLY TO OPERATORS

ALA—BAMA!!!
Alabama operators cast their votes for Wurlitzer-Simplex

ARI—ZONA!!!
Arizona operators are 100% for Wurlitzer-Simplex

And so on thru every state in the Union— a LAND SLIDE for the biggest value in automatic music— unanimous acclaim for the Wurlitzer-Simplex platform of selling only to operators—nation wide recognition of the fact that every plank in the Wurlitzer policy is designed to get and hold the best locations — to make bigger and bigger profits for Wurlitzer-Simplex operators everywhere

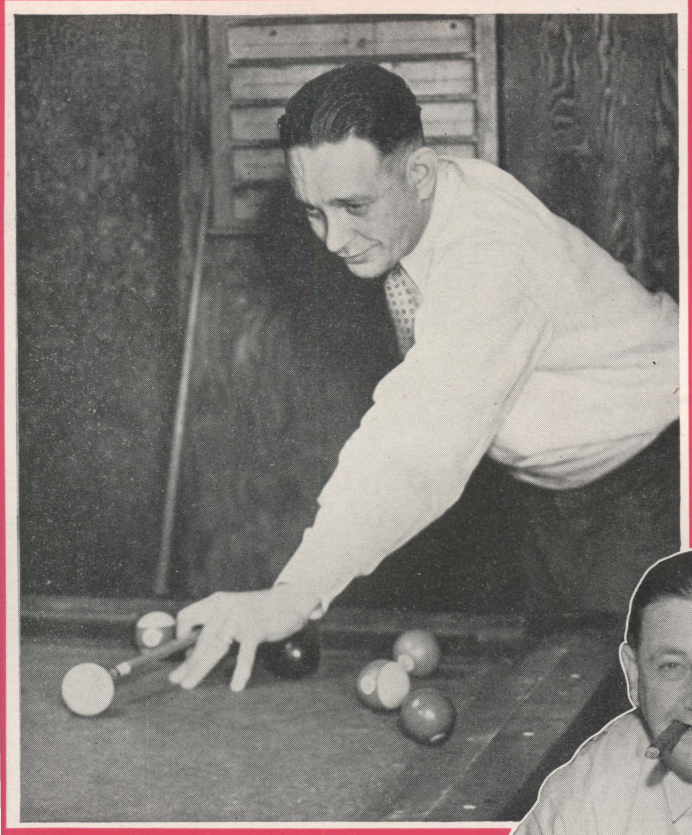
Rudolph Wurlitzer Mfg. Co
North Tonawanda, N. Y.

(*Above*) **John Bosch, New Orleans Wurlitzer-Simplex Operator** at the wheel of his natty speed boat. John finds it pretty smooth sailing both on the water and in landing locations for Simplex instruments. Says he, ***"As far as I'm concerned there's only one automatic phonograph on the market. That's the 1936 Wurlitzer-Simplex."***

(*Left*) **J. "Fat" Robinson, Chicago Operator,** owns over 200 Wurlitzer-Simplex Phonographs. Says he, (in a whisper lest the fish be disturbed) ***"There is as much difference between a Simplex and a competitive machine as there is between a bass and a minnow. I like tackle that gets results. That's why I like Wurlitzer-Simplex."***

(*Right*) **W. B. Tabor and C. J. Schneider, St. Louis, Mo., Operators,** take a couple of minutes ***(and a couple of beers)*** to compare the big profits Wurlitzer-Simplex is making for them. Say they in chorus, ***"If the coins our machines rake in were votes, we'd both be PRESIDENT."***

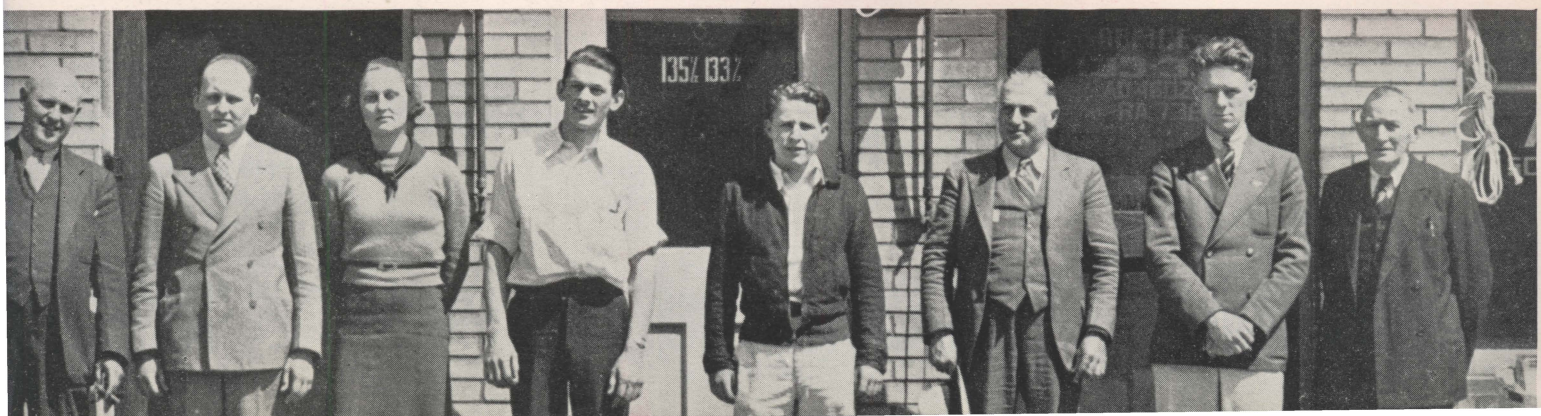
(*Below*) **A. McCall of the McCall Novelty Co., St. Louis, Mo.,** puts the eight ball in the side pocket and plenty of dollars in ***his*** pocket by operating Wurlitzer-Simplex. Mac says, ***"The 1936 Wurlitzer-Simplex is hotter than a convention delegate. By far the best on the market."***



(*Above*) **C. E. Howard, owner (seated at desk), with Jessie Lee Akins (his secretary) and Kitty Green (bookkeeper) of the Monarch Sales Company, Birmingham, Alabama.** According to the sign, Mr. Howard likes people to mind their own business and he certainly minds his, which is operating Wurlitzer-Simplex machines. Says Mr. Howard, ***"Simplex is the best automatic phonograph on the market to-day. It leads the automatic music field in Alabama."***

(*Left*) **Louis Morris** of the **Morris Novelty Co., St. Louis, Mo.,** draws a bead on the head pin and a nice income from the Simplex machines he operates. Says Lou, ***"Three months ago we invested in 5 Simplex machines. They have proven so satisfactory that we have since purchased and paid cash for over $12,000 worth of equipment."***

(*Below*) **A. S. Levy (left), Ben Levy (second from left)** and the force of the **A. S. L. Sales Co., Dayton, Ohio, Wurlitzer-Simplex Operators.** Says, ***"Livewire"*** Levy, ***"Dayton goes Wurlitzer-Simplex on the first ballot. "The superb beauty and tone of this instrument makes it a winner from the start."***



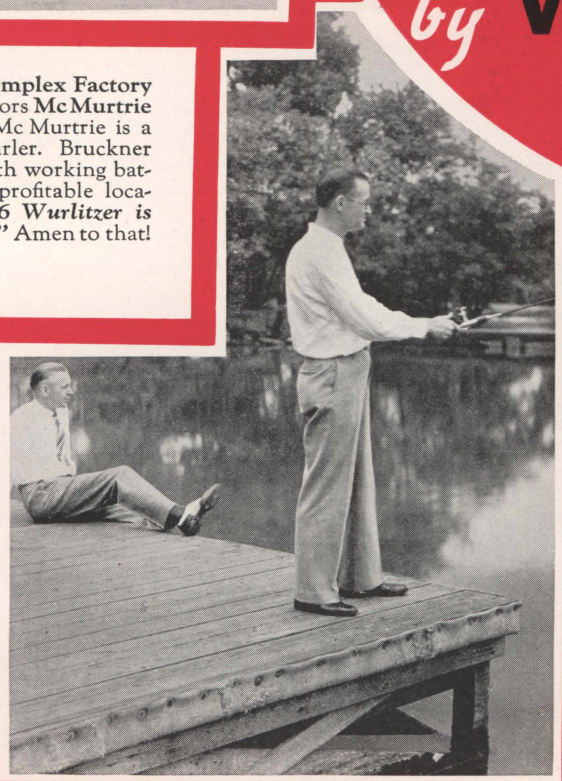
OVERWHELMING LANDSLIDE

for 1936

WURLITZER-SIMPLEX

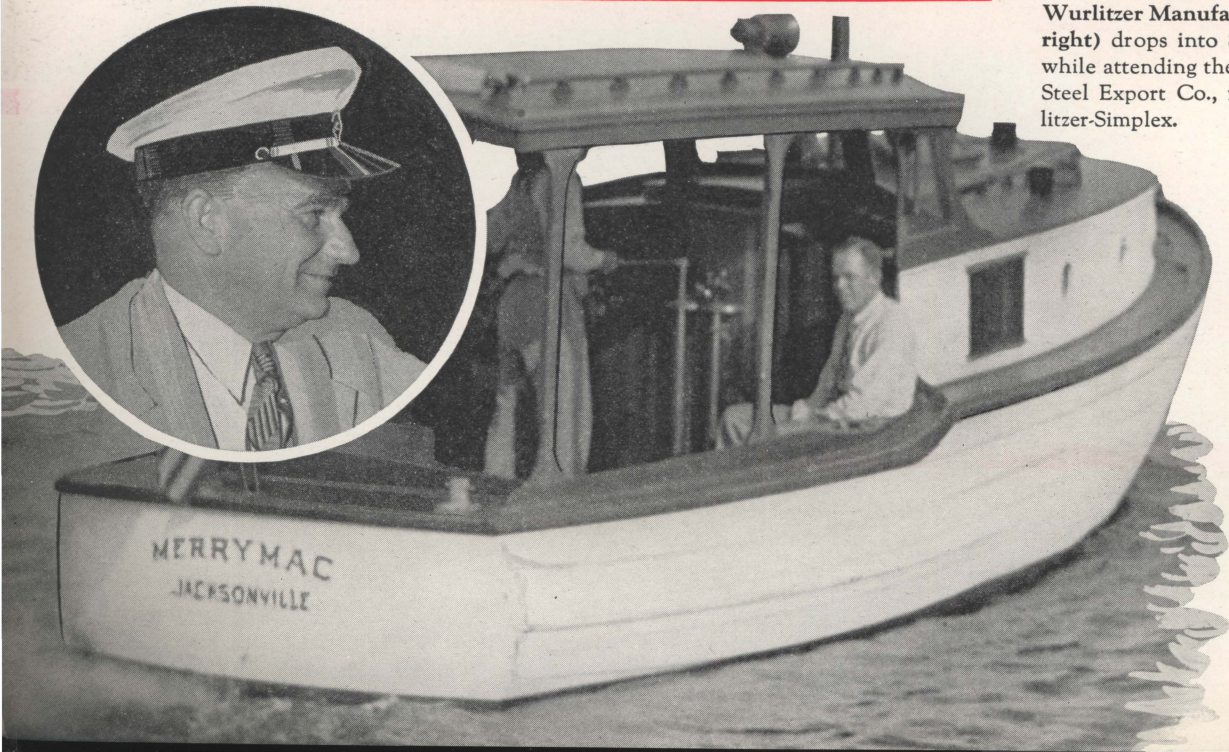
Carries Every State by WIDE MARGIN

(*Above*) **S. T. Cass, Wurlitzer-Simplex Factory Representative (left)** with Operators **Mc Murtrie and Bruckner of Tyrone, Pa.** Mc Murtrie is a former International League hurler. Bruckner owns the B & B Tavern. A smooth working battery when it comes to lining up profitable locations, these boys say, ***"The 1936 Wurlitzer is making automatic music history."*** Amen to that!



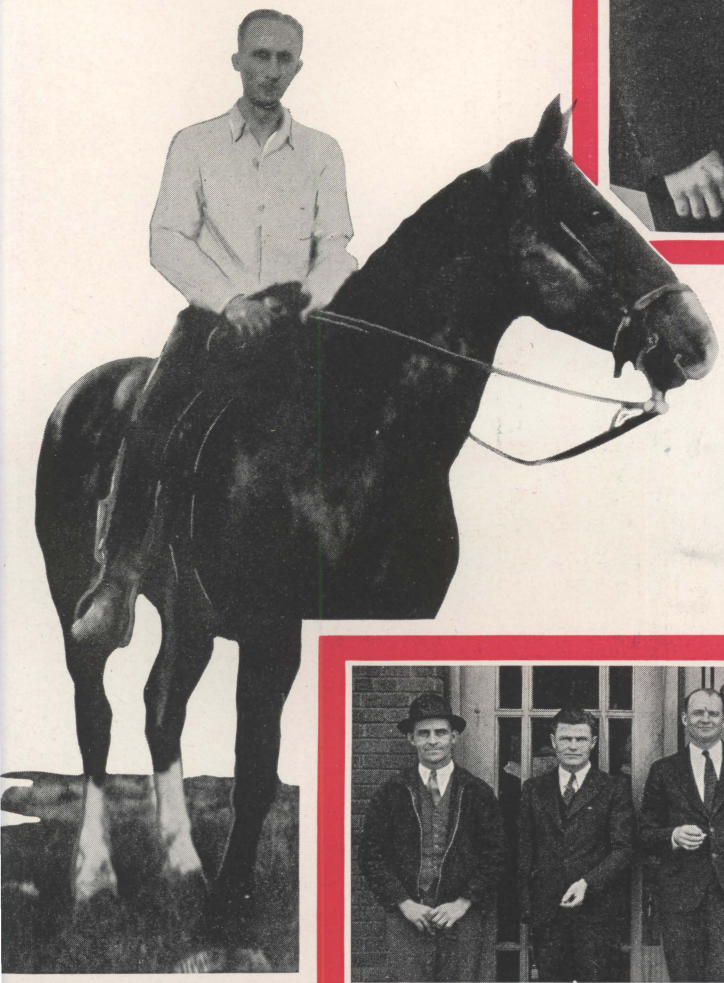
(*Right*) **(seated) Jack Beckman, (secretary) and Fred Pollnow (president) Automatic Phono. Corp., St. Louis,** drop one line to the fish and another to us, which reads, ***"In the operation of the Wurlizer-Simplex we have beauty in tone, in appearance, and a beaut to operate. The demand for used Wurlitzers assures the stability of this instrument. Everybody asks for a Wurlitzer!"***

(*Above*) **Homer E. Capehart, Vice President of the Wurlitzer Manufacturing Company (second from right)** drops into Sloppy Joe's Bar, Havana, Cuba, while attending the convention of the International Steel Export Co., foreign representatives for Wurlitzer-Simplex.



(*Left*) **A. C. McDonald, Jacksonville, Florida Operator.** The name of MAC'S boat typifies the way he feels about what Wurlitzer-Simplex has done for him. He writes, ***"My good ship 'MERRY MAC' has come in with Wurlitzer-Simplexes. As far as I am concerned there's only one automatic phonograph on the market to-day. That's the 1936 Wurlitzer-Simplex."***

(*Right*) **J. B. WOOD of the Automatic Music Co., El Dorado, Ark. and his secretary, Pauline Eastham.** There is plenty of success back of *"J.B's"* smile. He says, ***"Congratulations Wurlitzer—you hit the spot—all the locations are going down and around and calling out here for the 1936 Wurlitzer."***



(*Left*) **Pete Weyh, Wurlitzer-Simplex Operator at Fort Peck Dam, Montana,** likes fast horses and quick money-making phonographs. What's more he has both. Pens Pete, ***"The Wurlitzer-Simplex is the only machine on the market that meets every one of my requirements and then some!"***

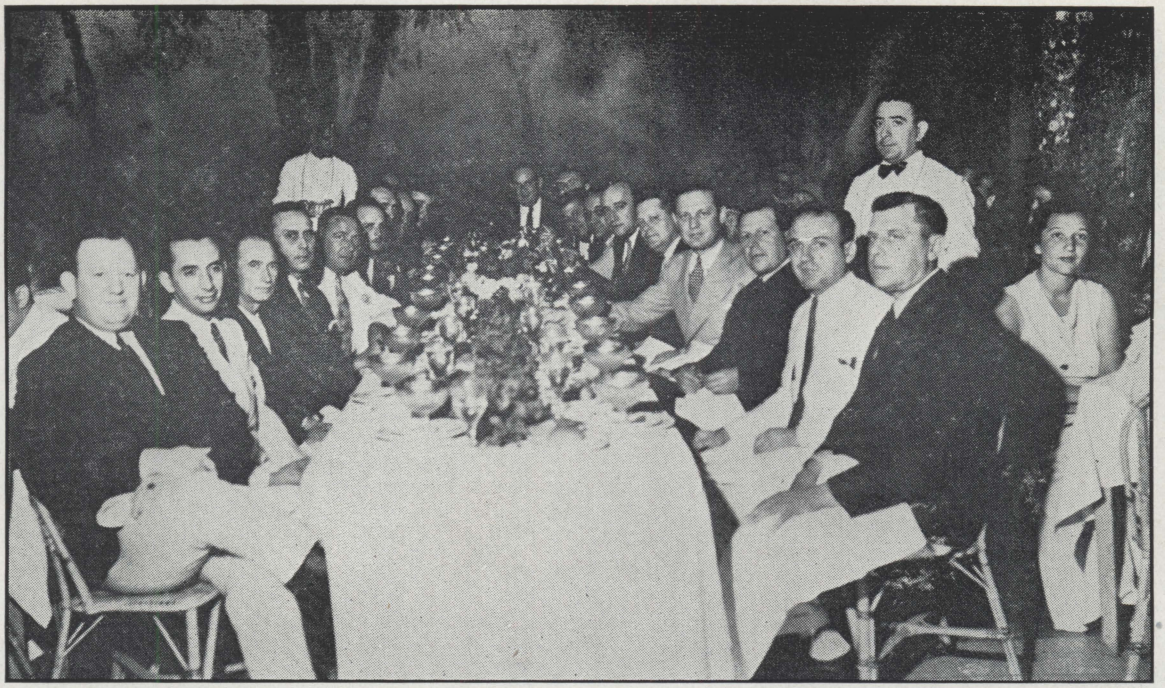
(*Above*) **Alfred Lamb, (second from left) Los Angeles Wurlitzer-Simplex Operator,** used to be a magician in big time vaudeville. To-day, instead of pulling cards out of his sleeve, he pulls money out of locations all over his territory. Al says, ***"The Simplex reproduces better than any phonograph I ever heard. That's why I selected the Wurlitzer and I want to assure you that I am 100 per cent Wurlitzer-Simplex."***

(*Above*) **Members of the Rockford Operators Assn., Rockford, Ill.** are so used to lining up the big locations with Wurlitzer-Simplex Phonographs that they line up themselves every time they get together. The line-up, left-to-right, **Geo. Clark; C. C. Clippert of Clark & Clippert; R. O. Gerhardt; D. E. Glans; R. L. Meline of Harder and Meline; Geo. Coleman, Coleman Novelty Co.; M. H. Rosenberg, Wurlitzer Mfg. Co.; Hugh Harder of Harder and Meline; Lawrence Cooper, Wurlitzer Mfg. Co.; Harry O. Snyder, Coleman Novelty Co.** The unanimous opinion of all is expressed in these words, ***"From beautiful cabinet to unit control box—the '36 Simplex is a knockout."***

1936 WURLITZER-SIMPLEX

AVAILABLE IN TWO BEAUTIFUL CABINETS...

the walnut model familiar to all operators . . . the modernistic model illustrated above



CAPEHART FLIES TO HAVANA, CUBA, FOR WURLITZER-SIMPLEX EXPORT CONVENTION. MUSIC OPerators in the United States may also realize the universal appeal of music to all kinds of people, rich and poor, and to all nationalities by considering the fact that a convention was recently held in Havana, Cuba, by the American Steel Export Company, for its foreign representatives and the larger operators of Wurlitzer-Simplex phonographs in foreign countries. The American Steel Export Company, also handling the export of Philco radios, is representing the Rudolph Wurlitzer Mfg. Company, in the distribution of Simplex phonographs in the world markets. This large organization maintains twenty branch offices in the following cities: Auckland, Barcelona, Bogota, Bombay, Buenos Aires, Capetown, Calcutta, Havana, Johannesburg, London, Mexico City, New York, Paris, Rio De Janeiro, Shanghai, Singapore, San Juan, Santiago, Sao Paulo and Sydney. The banquet picture shows more of the American Steel Export organization, together with Bob Bleekman, Chicago Wurlitzer-Simplex factory representative who went down for a vacation, and Otto Gluth, Wurlitzer factory service instructor.

ELECTROPAK ENJOYS COAST TO COAST MANUFACTURER HOOKUP

Detroit, Mich.—A. B. Chereton, president of Electrical Products Co., Inc., this city, manufacturers of the sensational Electropaks and Electroloks and other Epco products, announced that the firm is now "enjoying a coast to coast manufacturer hookup."

Mr. Chereton explained that the firm has been selling all the leading manufacturers in the Midwest as well as the International Mutoscope Reel Co., Inc., in New York, but, until this past week were not in a position to claim every leading manufacturer outside of the Chicago area and the Mutoscope firm.

Now the firm has added Stirling Novelty Company, Inc., of Newark, as well as Rollomatic, L. A. Games Company and the Neutron Engineering and Manufacturing Company which gives them a coast to coast hookup for manufacturers using their Electropaks.

Mr. Chereton believes that they can easily claim the distinction of being international as far as operators, jobbers and distributors are concerned. They are represented in European countries by leading coinmen as well as in almost every single city in this country and Canada.

He believes that they have the most complete operator setup in the history of the industry due to the demand which the operators make everywhere for the "genuine and original Electropak and Electrolok." Some of the large shipments that are daily made to all parts of the country would certainly surprise the entire industry he says as to the fine manner in which leading coinmen everywhere have accepted their product.

Their offices in Chicago and New York are also daily contacting with leading men in the industry and the general belief is that the Electropak has created a new era for the coin machine business.

GERBER & GLASS OFFER TEST OF REEL 21 COUNTER GAME

Gerber & Glass, who are direct factory representatives of Daval Manufacturing Company for the Reel 21 Counter game, announce a 7 day trial for the game. As explanation for this most unusual offer for a counter game, Gerber & Glass reveal the following facts: 25 Reel 21 Counter machines were placed on 25 locations for a one week test. Some of the machines took in up to $44.00 daily. The gross daily average for the 25 games was $18.00. Each machine had a 52 per cent payoff.

Gerber & Glass have been factory distributors for Daval on all of their counter games, including Penny Pack, Tit Tat Toe, and Clearing House. However, Gerber & Glass say the response the operators are giving to Reel 21 is far beyond that of any of Daval's previous games.

Although the factory is about 8 days behind on delivery of Reel 21 counter games, Gerber & Glass have enough of these marvelous counter devices stocked in their warehouse to guarantee operators almost immediate delivery.

Put the radio in a cleared space. Never set tables, chairs or footstools near it. You don't want to trip when you dash over to turn off a string trio.

Ethics in the Coin Machine Industry - - - -

By Fred E. Kunkel

DO WE need a code of ethics in the coin machine industry? As well ask, "Do we need policemen or firemen?" We have ethics in law, medicine, dentistry, teaching and even preaching, so why not in the coin machine industry?

Why do we need ethics in any business? Because "rugged individualism" runs rampant and transgresses the moral laws. In its ambitious program of self-promotion and in its anxiety for self-preservation, it frequently steps out of bounds. Some times this is due to ignorance and sheer enthusiasm. At other times it is due entirely to wilful aggression, regardless of consequences, such as selling at a ridiculously low price just to get the business, and giving one's legitimate profits away.

This individual initiative in man frequently takes the wrong turn in affairs. Among the indolent in society it leads to thieving to make a living. In business it leads to unfair competition, price cutting, misleading advertising, misbranding, even cut-throat competition. And in the coin machine industry this can be carried too far, especially when price is involved, for soon one does business under the law of diminishing returns, turnover can no longer be increased profitably, and any one who gives his profits away is a fool.

He is just like a laborer, willing to work for less than a minimum wage, just so he has something to do and keep his hands busy. Yet, so cial justice demands that every worker, whether he works with his hands or makes use of his head, should receive sufficient compensation, for reasonable comfort in life. It also demands a standard of service that will contribute to the social betterment of the whole group known as society—or the public. The laborer working for starvation wages, must be cared for by society in times of stress, sickness or death.

Every individual in the coin machine industry is hungry for business, and if it is not that, then it is the goal of quick profits that haunts them. In business and industry, individuals frequently become so impregnated with the profit motive that other values entirely lose their significance. They have become delirious with the touch of Midas, in the mad scramble to sell at any price, just so long as they can get people to buy. Quality and service are forgotten in their death struggle to produce more and more, and to sell for less and less.

The only criterion seems to be—will it sell? If so, there is no concern about building up substantial and permanent markets for the future, but the immediate exploitation of the present uncertain market before it dries up.

The coin machine operator's chief interest in life is his business. Why? Because it produces a living and makes (or should make) enough profit to have a comfortable bank account, plus savings which can be invested so as to make the future secure. Without that security, he is doing business below the law of "minimum" returns and is like the day laborer. Comes a financial panic or a business depression and he flounders on the sea of bankruptcy. His business ship is wrecked.

Every man's business is the one mode of activity toward which he directs a large part of his daily time, attention and energy. The only question that concerns others than himself, is whether this activity follows the proper channels and is not harmful to customers, to the public, or to his competitors.

No fault can be found with a man who betrays a concern about his own personal welfare, or that of his business, or who has an eye of self-interest in his own business, who figures out self-advancement and promotion through his business. Yet there are objectives in business which are of a loftier character than the mere aggrandizement of self, or the selfishness or self-regarding instinct.

The first objective of any business should be to produce or provide something of use, service and value to the public (mankind), something which in a definite way answers to the needs, comforts, convenience and pleasure of human life, and which contributes to that end.

No man can long stay in any line of business for which there can be no reason for its existence. If he would enlist patronage and public support for his business, he must supply quality products and superservice. He cannot simply sell merchandise and render average service, and expect to make any profit to speak of. His turnover will be slow and his profits dwindle to the vanishing point. Then in the fear and worry over loss of volume he will start cutting prices. And he will resort to other unethical practices.

The first and greatest justification and recommendation for any business is its utility and its benefit-conferring powers and effect. That business must supply the means for the satisfaction of one of the needs of the human being. In selling products to the purchaser, it must make a reasonable profit. It can never exist on swapping dollars.

And in the conduct of any business, every man has a moral responsibility to his competitors and to the public, and here it is that we enter the field of ethics, based on the fundamental elements of the well known Golden Rule. For no one in society can harm his fellow beings without becoming an outcast, and no one in the field of business can long continue through unethical practices. He too becomes outlawed in one way or another—eventually, if not sooner.

We can tell, without much difficulty, the difference between a legitimate, honest and honorable business on the one hand, and an illegitimate, dishonest and dishonorable business on the other hand. But we cannot always say what is or is not an "unethical" business practice, except that it is "harmful" and injurious.

We know this law—that no man has a right to obtain his living at the cost or injury or harm, or of damage to some other man. And if a man conducts an honest business, he is always within the moral law and need fear nothing. If a man indulges in sharp practices or sells at prices which are not within the pale of the

moral law, he is simply cutting his own throat, and time will tell him the truth.

Where everything is just as advertised, where price tags mean that is the price without variation, where all the cards of business are placed face up on the table in full view, where there are no evasions or equivocations or reservations, mental or otherwise, behind which the individual slinks—where all goods are precisely as professed to be, where every exchange of merchandise for money is the kind that both parties are benefited and profit thereby, one obtaining a quality product with super-service and the other money in exchange for that merchandise and service, and in which exchange there is no advantage or profit for which there is no just due and which does not fairly belong there—that is an honest, moral, or ethical business.

On the other hand the dishonest business man is no less guilty of theft than the man who enters another's house and purloins, or steals therefrom. Technically and legally he may not be a thief, but morally he is unquestionably and unmistakably nothing else. Yet how many men there are of this character in the business world.

Any business which is to be successful, rests in a knowledge of and obediance to the rules of the game, and conforms to ethical practices. Any man in business must understand those rules—both as to the public and as to his competitors. He must know the character, nature and wants of the people he does business with and arrange and manage his stock, and conduct his business of buying and selling accordingly.

Every man in the coin machine industry should have a mutual trust and confidence toward every competitor, but let one of them become unethical and there is a tendency for all the others to see whether there is any chance of meeting such unethical competition. All rise up in arms. All protest vigorously. Yet little or nothing is ultimately done about it.

The whole fabric of the coin machine industry rests in final analysis upon the ability of each individual in it, to repose faith and trust in his competitor—that he will do business on the level and by the square, take what is rightfully his, live and let live, without trying to hog the whole pan. Thus with everybody playing the same game, there is usually enough business to go around.

Take away the power of mutual trust, place mistrust in its stead, and it is like a bridge with a rotten girder—it will crumble under its own weight, the whole commercial structure totters and crashes into utter and irremediable ruin.

Coin machine operators who can meet each other on the street or at an association meeting, and still shake hands with each other, meet eye to eye, with a cheerful nod and a friendly word of greeting, that is an expression of the fact that they have an inviolable bond of trust and confidence in one another.

The coin machine industry can be a strong moralizing force, strengthening and cultivating the discipline of common sense, eradicate the greed for gain, generate a sense of honor, and put each individual under and upon the same obligation of honor to the next man that the public schools and colleges employ in conducting their examinations.

Each coin machine operator can become a great moral force in promoting a sense of fellowship among other ethical operators, thus forming a bond of union and general accord, by combining to outlaw the "black

KEEP YOUR MACHINES BEYOND THE REACH OF

Hijackers!

The aggressive activity of Hijackers, in every state, where machines are available for play, is piling up enormous losses for operators.

Why take a chance in any "SPOT," when our ALL-STEEL Machine Safes adequately protect your equipment, and in addition, provide an attractive and convenient means of displaying your machines?

Every conceivable mechanical and structural safeguard has been incorporated into these sturdy safes. The price is the lowest consistent with safety.

DELAY MAY MEAN A DECIDED LOSS TO YOU

Don't wait until your machines are put on the SPOT before you have this protection. ORDER YOURS TODAY! If your jobber can't supply you, write, wire or phone your order. We have a large stock for quick delivery.

Consider the Weight When Buying a Safe.

Weight 125 lbs. net.
Single Type—2 styles
Front Door Only
Front and Back Door
Double-type safe also in two styles

CHICAGO METAL MFG. CO.

3722 S. Rockwell St. Phone: Lafayette 5754 Chicago, Ill.

sheep" in the flock, and by developing friendship with each other, without suspicion. Thus they can soon exert and build up a real influence for peace in their world of business.

Thus will vanish the elements of jealousy and strife. They will be true and faithful to a sacred trust. They will learn to know each other better, to understand each other, to get each other's viewpoint and to respect each other. They will be true to the proper ideals of service.

The coin machine business essentially belongs in the realm of morals and needs ethical principles to rule and guide its destinies, just as much as any other industry, and until and unless coin machine operators get together and conform to those principles, eliminating fear, jealousy, and suspicion from their midst, combining to outlaw the "outcast," it will never prosper as it should. Those words, "In Union There Is Strength," are still as true today as when they were first uttered. Disunion and discord means unhappiness and dissatisfaction with the business.

Drawing up a code of ethics is a difficult but not impossible or insurmountable task. When accomplished it means that each member of the industry will, on his honor, pledge it his duty to give his best service to the industry, to its customers, without knocking a competitor in price or words, through false and misleading advertising, or in any other manner; that he will be satisfied with his regular profit without trying to hog it all; that he will not shave profits in order (as he thinks) to boost his own business at the expense of the other fellow, that he will not do anything that will in any wise lower the respect of his associates in the coin machine industry; that he will give friendly competitors the same honest dealing and the same fair treatment that he would give a non-competitor; that he will at all times do everything in his power to raise those standards of ethics and to help his associates increase business.

Thus each individual member will be strengthened by his own appreciation of the earnest co-operation of every member to strive for that goal which yet needs attaining, and which can be achieved in no other way.

It is up to the leaders in the industry to give their self-sacrificing efforts to this vitally important matter, to stamp out price cutting, unfair competition, misleading advertising, misbranding—all those undermining influences which harm and injure business.

Ethics means a code of principles laid down and followed by members of an association of men to govern their own conduct, their relations with their competitors, and with the public whom they serve. The oldest and strictest code of ethics in the world is that of the medical profession which dates back to the fourth century. Find a single physician who dares to violate it, and you will find ten thousand who conform to it. Yet what the medical profession has accomplished, can also be done in the coin machine industry. The only difficulty in its accomplishment lies in the conglomerate nature of those individuals who make up its personnel. Yet that group as a whole is no different in substance than the medical profession.

The James Cagney-looking lunch counter boy at a Grand Central drug store told me about a strange patron, a wisp of a fellow, who minces into the soda fountain in a mignon way every mid-afternoon for a double sized iced drink. He fairly gulps it down, waits for five minutes or so and is visibly shaken by a chill. After fifteen minutes of shaking and teeth chattering he departs. They call him whoops, Chilly Clarence.

The new Viking Building in San Francisco, extending from 530 Golden Gate avenue, through to Elm street; contains more than 10,000 square feet of floor space. The largest coin machine building on the Pacific Coast.

GETTING THE JUMP ON THE BIG LEAGUE BASEBALL SEASON

It was the popularity of recently organized feminine baseball teams which inspired the Stoner Corporation, Aurora amusement game manufacturers, to introduce their new pin game "Short Sox."

All the true-life features of genuine baseball are at their best in "Short Sox." This game incorporates a remarkably simple scoring principle, and at the same time provides the kind of action that baseball fans most appreciate. Skill shots register on the illuminated scoreboard as "doubles," "triples," "home runs," etc., and like the real great American sport, fans never tire of it.

"Short Sox" has just started coming off the production line. First shipments were made only a few days ago, and distributors can now supply them for early delivery. Each game is insured against fire and theft at Stoner's expense, under their new policy of protecting operators against these risks. Lift out playing board for easy servicing, and beautiful custom-made cabinets are standard Stoner features also included in the new game.

MODERN TO GREET WURLITZER'S "SKEE-BALL" DEBUT IN NEW YORK WITH PARTY

Modern Vending Company, who have become known as the "record breakers" in the music machine divsiion of the industry now are preparing the most elaborate party in the history of many long remembered parties of this firm for the arrival of the Wurlitzer Skee-Ball in New York.

The firm is planning to unveil the machine at a special banquet room, probably at the Hotel Waldorf-Astoria, where there will be present every important jobber, operator and distributor in the East as well as many of the leading figures of the Wurlitzer organization.

It is their hope to have Homer E. Capehart, Paul Bennett, Joe A. Darwin and many others of the Wurlitzer organization present at the unveiling of the game in New York.

This elaborate introduction of the game to this area is being handled in true Modern Vending Company style. Announcements of the party date and details are now being prepared.

Many leaders of the industry will be present and possibly some very outstanding figures of the entertainment world will be engaged. The firm is giving everything they have in sales promotion methods to the introduction of the new Wurlitzer Skee-Ball to the operators due to the fact that t is the first amusement device of the Wurlitzer organization.

Paul Bennett, it is hoped, will hoped, will speak on this occasion to his many friends in New York.

Other arrangements will be announced at an early date and the game will also be ready for delivery when the presentation is made.

BIG PAYOUTS FEATURE WESTERN'S FLYING HIGH

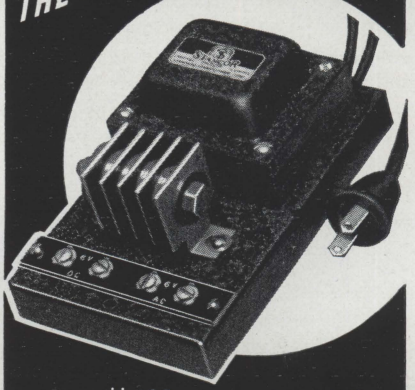
There's no stopping those Western Equipment guys, they know how to build payout tables The above statement was the frank coment of a prominent Chicago distributor after see-

Girls of Los Angeles have organized their own Soft Ball League and recently opened competition. Here are some of the spritely sluggers of the league. Left to right: Elsie Partridge, Eleanor Monlon, Ronnie Hogan, Amanda O'Dell, Amy Lemmons, Malvina Giochuzzi.

(Photo by Acme Newspictures)

EQUIP ALL YOUR GAMES with STANCOR UNIVERTERS

THE ORIGINAL POWER PACK



U-100 —operates on 110 115 volts, 50-60 cycle A. C. only. Furnishes 6 volts A. C. at 1.5 amperes for lights and D. C. for kickers, relays, payouts, etc. Will replace 4 to 5 batteries in series or 8 to 10 batteries in series parallel. Easily installed in a few minutes—all you use is a screw driver.

There is a Stancor Univerter FOR ALL BATTERY OPERATED GAMES

STANDARD TRANSFORMER Corp

850 W. BLACKHAWK

CHICAGO, ILLINOIS

ing Western's new one ball automatic payout table, Flying High.

In the production of this great new payout table, the Western firm further establishes its reputation as one of the leading manufacturers in the industry making payout equipment.

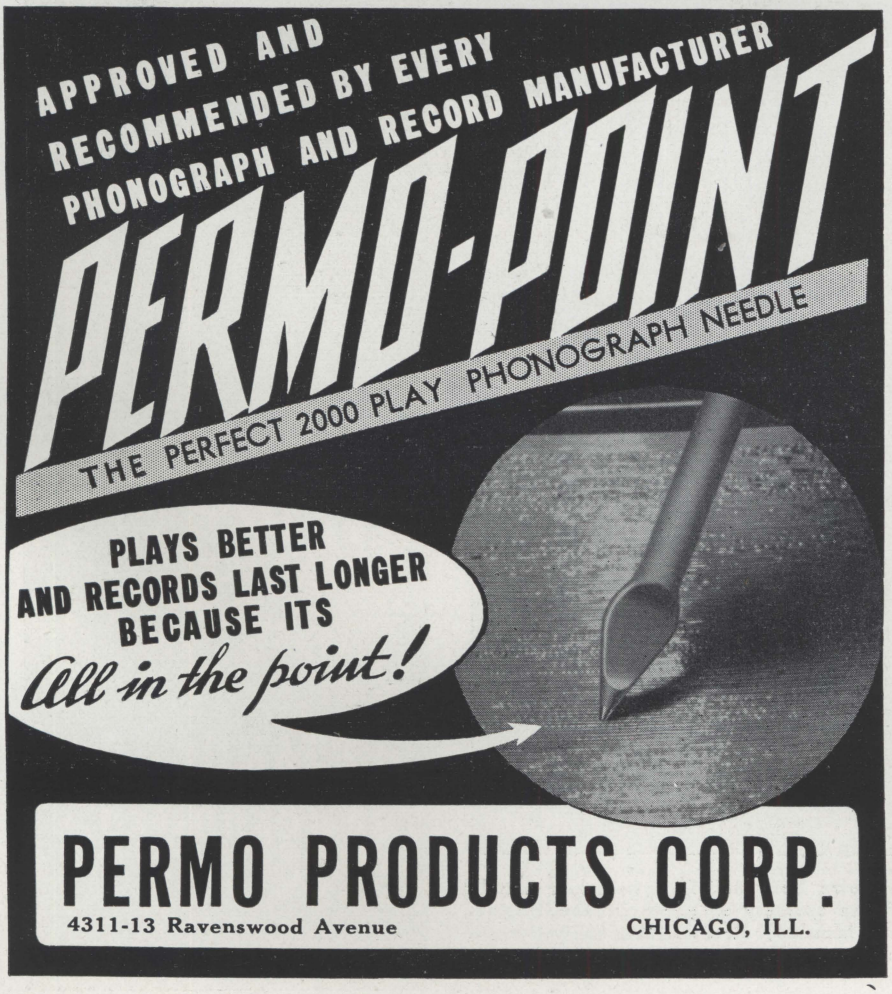
Flying High is a real player's game. It requires all the features that compel consistent big play. The general appearance of the game immediately impresses the players with the big payout and comparatively simple method of play.

After the player inserts his coin in the Mystery Coin Chute, from two to seven pigeons light up on the attractive backboard. He shoots the great big steel ball and as it passes over the respective award that award lights up on the backboard. If the ball drops into any of the numbered pockets illuminated on the backboard, the player is automatically paid the award showing. The highest payout is two dollars.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

Did You Ever Mess Around the County Fair?

Well, I have and it's bin my pleasure to go to lots of them long time back, mindye, datin' from this very year. But by jukkies this month wus the furst Centennial I ever had the chance to see. So not very long ago I took off a day from the farm and went to Dallas and blamed if I didn't have a lot of fun. In place of the ticket agent who we use to have to have at the fair grounds to take up tickets, heck they had a dozen or more. I hadn't any more than got inside than when a feller says sir would you like to have a guide—and I just sorter looked up attem. Say, he saw at once I wusent any fool and when I walked on I just sorter thought—by heck I remember what pa told me one time about these city slickers. Now it wus the prettiest seen I ever saw—the flags was tied to high poles and how they ever got-tem up there—gosh only knows—and they had water in a big place they called it the lagoon with lots of cedar trees and other kinds of trees which I knowed it must have took a great part of the last hundred years to have made them grow—but a durn fool thought he would get acquainted with me, and I figured it out later, that he thought he would get his hand in my pocket, and do just like what pa had told me about before—but I fooled him. Any way he told me that the trees and houses which I saw about had been built and placed there in the last six months. He was one of a great number of fellars who had on boots and just common every day work clothes —any way I kept my eye on them sort all day while I was there. I was lookin' every where as I walked about and I saw Mr. Fords house and the United States Federal house and the Texas house. I would shore like to have gone in them but they seemed to have the doors closed and I never was much of a hand to go in a place with out knockin,' however some of the people just butted on in—but I still thought of my raisin' and jus' said to my self I aint a goin' to start being impolite this late in life. So I went on down the path where others wus goin' and I saw Admiral Bird and his alfit—and that feller Ripley and his believe it air nots—now before I go another step I want to say—you could get anything to eat you wanted and say you could get beer. Well I didnt drink beer so I just went across the street and went in to the place where they had some girls cookin' and waiten tables and at this place you could get that good maxwell house coffee. So I et a great big biscuit with some stuff one of the girls put in it—I don't know now what she called it but ma use to fix me a biscuit with the scrappings from the pan after she had made chow-chow—but it was sorter of a filler any way and I had to pay for it. They called this part of the grounds midway or some where near midway, and when I got into a show called Streets of Paris—say I saw both directions from midway and with out any obstruction. Well I soon got out of that place for I said to myself this aint no place for a feller with money,(for these gals must be in perty hard shape or they would be able to wear more clothes—anyway I got out and by this time—any of you who never had the pleasure of going to a county fair—will never know how my dogs was a hurten. Gosh I can sorter feel yet how they hurt me—so I heard some people a



hollerin Calvacade will be open in a few minutes—this way to Calvacade —so I had never Calvacaded any so I just went down to the place where the feller wus sellin' tickets and so I just took one of them they were sorter reasonable I thought and say after I come out of there—I says to my self thats a lot fur your money—its a hundred years schoolin for the price of a ticket. So to all you friends in Pumpkinville dont mis Calvacade if you do lay off from the farm a day to go there.

MARSHALL SEEBURG RE-ELECTED

Mr. N. Marshall Seeburg, Treasurer of the J. P. Seeburg Corporation, was reelected Chairman of the Convention Committee at a recent committee meeting. This is the third year that Mr. Seeburg has been elected by members of the N. A. C. O. M. M. to this important office.

Each year under his steady and aggressive leadership, various new features have been introduced at the annual show which are always pleasant revelations to the entire trade.

Congratulations, Mr. Seeburg. As one of the outstanding men in the automatic field, we salute you for your untiring efforts which have resulted in being a distinct advantage to the entire industry.

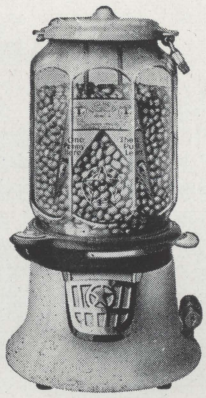
ANOTHER "2 IN 1" VENDOR DISTRIBUTOR

D. Robbins & Co., Brooklyn, N. Y., manufacturers of the popular "2 in 1" Vendor announce the opening of a New York office at 110 W. 40th St. This office will be conducted by the Maurer Mfg. Co., who will act as exclusive New York City and Westchester County distributors for the "2 in 1" Vendor. The men heading the Maurer Mfg. Co. are Jack Zacharias and Myron Maurer. Both these men have had many years of sales experience with automatic merchandisers. Their office will be devoted exclusively to the sale of "2 in 1" Vendors. Particular attention will be given to new operators entering the legitimate vending machine field.

A washington man answers all inquiries about his bandaged hand by handing out a typewritten sheet of 250 words. A black eye should require about 500 words.—Battle Creek (Mich.) Enquirer-News.

The lessons learned at mother's knee never seem to last as long as those learned across father's.—Los Angeles Times.

A HARD MAN TO PLEASE



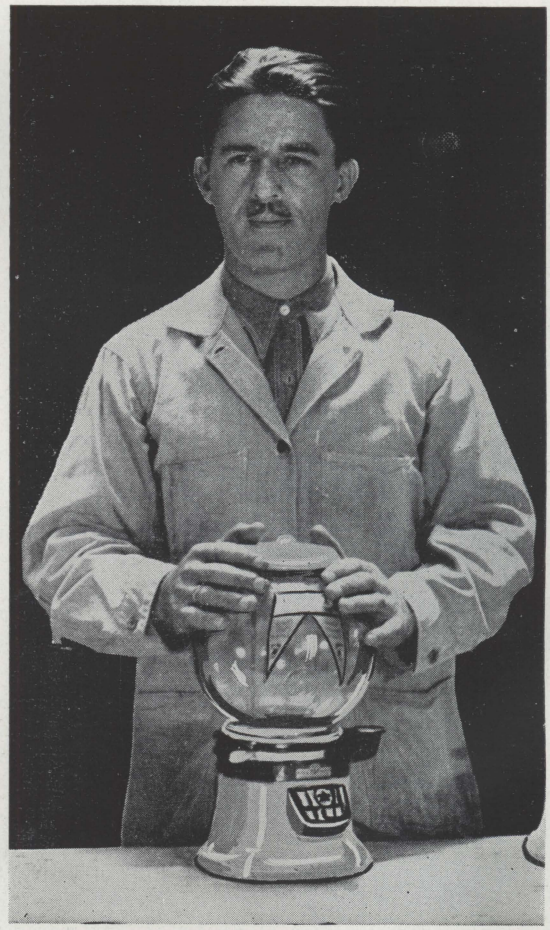
COLUMBUS MODEL "M"

"The Popular 1c Peanut Vendor of the Southwest," attracts instant attention and is unusually profitable in all locations.

The inspector at the Columbus Vending Company is a mighty hard man to please. Each machine must receive his official OKay before it is released for shipment. Each part MUST meet rigid tests, or back it goes.

He may be tough, but the operator is assured, when he places a Columbus Machine on his route, that because of this strict inspection his machine will give him years of hard service—consistent play with a minimum of upkeep.

With the Texas Centennial Exposition now in full swing, every operator should cash in on the increased tourist trade in the Southwest by placing the sturdy, easy-to-service Columbus machines throughout his route. Their attractive appearance will invite consistent profitable sales for you.



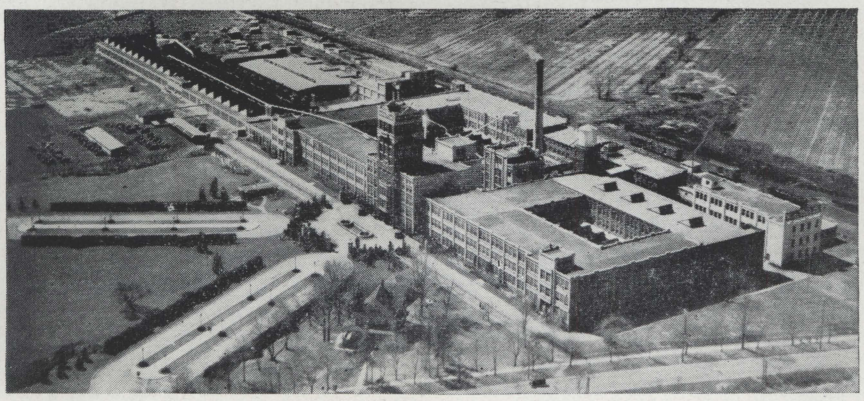
FREE--New Descriptive Folder, "2 Sure Winners." Write For It.

F. C. EWING COMPANY

"The Operator's Friend"

P. O. Box 851 **Phone 2-8648**

1414 E. LANCASTER — FORT WORTH, TEXAS



BIG DOINGS AFOOT AT MAMMOTH WURLITZER PLANT. THE Rudolph Wurlitzer Manufacturing Company plant at North Tonawanda, N. Y., boasting over 700,000 square feet of floor space, now being re-arranged to house Wurlitzer's new Games Division. Discontinuance of the production of radio cabinets for radio manufacturers and shifting of the piano manufacturing division to DeKalb, Ill., will enable Wurlitzer to devote necessary space to Games Division with reserve space available both for growing Simplex Phonograph business and expected quick expansion of Games Division.

George D. Sax, president of Superior Products, Inc., Chicago, has been on a tour of the Southwest.

O. D. Jennings, of the company bearing his name, is a Texas visitor, making the territory with his Southwestern representative, Fisher Brown, of Dallas, Texas.

Nate Gottlieb, of D. Gottlieb Company, Chicago, was in Texas over last week-end visiting relatives and contracting business with his brother, Maury, proprietor of National Sales and Distributing Company.

M. C. Phillips, of M. C. Phillips Company, Tyler operator, who recently returned from an Oklahoma hospital following a very serious automobile accident, has invented a new parking meter.

Insist on
STANCOR UNIVERTERS
IN *ALL* YOUR GAMES!
They Operate
BETTER-LONGER
and are More
ECONOMICAL!
STANDARD TRANSFORMER CORP.
850 Blackhawk St.
CHICAGO, ILL.

OKLAHOMA NEWS

CONDUCTED BY VERA GREGORY

Tulsa Tribune: "The law barring slot machines in Oklahoma seems to have been drawn to confound ordinary common sense. There are as many interpretations of what constitutes a "slot machine" as there are lawyers and courts, venders and makers of machines. On one point they could if they would agree: that any machine that takes your money on the chance that you get something for it is a slot machine.

* * *

Wewoka, Okla.—Wewoka, has licensed the operation of slot machines.

Regulations are as follows:

"The machines are to be installed specifically as a means of revenue to the city though the money can be conveniently used.

License on one machine, $60 per year, payable three months in advance. Each store owner is required to post a cash bond of $100 for one machine, $150 for two machines, and $500 for from three to forty machines. The bond is guarantee payment of the license and may be used to pay any fines for violations of the ordinance. Only marble boards will be installed. Minors will not be allowed to play the machines."

Merchants petitioned for the return of the machines and it is expected that from 30 to 40 will be installed.

* * *

Tulsa, Okla.—Distributors of marble boards and merchants protested the passage of an ordinance to prohibit all marble games, irrespective of gambling.

July 3rd the city commission adopted an ordinance prohibiting operation of all marble boards. A fine of $20 was provided for each violation. All machines were ordered seized and destroyed after July 10th.

* * *

Muskogee, Okla.—Licenses for 1936-1937 on vending machines of all kind, marble, music, peanut, cigarette, and gum and any machine subject to license must be secured not later than July 15 of the machines will be confiscated.

Psychologists specify, as one type of driver that causes accidents, the "ruthless." And, too, there's the "one-armed" variety that has Ruth with him.

THEY SAY.....
The nearest thing to perpetual motion is the steady, dependable operation of an **ELECTROPAK** equipped game.
And the nearest thing to a plague to plug-play pirates is **ELECTROLOK.**

HOWDY, STRANGER

(Continued from Page 15)

an extremely artistic one at that.

This is the first time since 1870 that a circus building has been built. The design was made for that before the Frontier Centennial was ever planned. Mr. Johnson designed it when he thought Billy Rose would produce "Jumbo" in a specially built structure in New York.

Hot Dog Design

One of the most unusual concessions on the midway is the hot-dog stand. It carries out the hot-dog motif in design, having one large bologna on each side serving as pillars.

Across the top is a "dog" that has the appearance of a dachshund. The body is made of a large bologna, and his feet will move as if he were walking. Above him is a sign "To Dallas."

An ice cream stand is of unusual design. Lights in the top of the cones above it give it a gala appearance, and the blue and white lighting effects lend a cool atmosphere.

Practically all concessions carry out the theme of their meaning in the design of the building. It wouldn't take a person long to figure out the meaning of the concession that has a front of three large beer vats. On top is a rednosed German drinking from a mug.

An eating place has the appearance of three large chuck wagons. In the back, Johnson has designed a place that has the appearance of a watermelon patch with a thatched roof. Three scarecrows are perched on top.

"It will be a swell place for the kiddies to play while Mother and Dad go to see Sally Rand in her stylized ranch house," Mr. Johnson said.

The old show poster of 75 years ago is used as a principal decoration on the concession where Hardeen, brother of the great Houdini, is.

The concessions are all housed in colorful and unique buildings. The buildings will be as important on putting visitors into the spirit of the show as will the concessions they house.

Casa Manana, World's Largest Cafe-Theater

Star names that are at home on theater marquees or blinking in blinking in Broadway lights stud the program for the Frontier Centennial shows.

Billy Rose, the master showman, has gathered a group of artists, each tops in their line, to present the most gorgeous spectacle ever produced in the Casa Manana show. Visiting critics from leading Eastern papers and magazines were lavish in their praises for the show and those responsible for its production. Dan Rogers, of the United Press, said, "I am really lost for words to describe the Casa Manana spectacle. I think the staging and setting of the show is marvelous. No other words describe it."

The Casa Manana show is a striking example of that newer and finer type of revue which carries far higher standards than the noisy, nervous, cheap type of some of the hits of a few years back.

The music carries charm, illusion, cleverness, swing and punch. It is popular music of the best type. The enthusiastic reception given the music for the show was a thrill for talented and vivacious Dana Suesse, the composer. The singing of Everett Marshall was the other side of the balance in the success of the songs. With a voice of grand opera style and experience, the temperament of the intensely dramatic artist and a vocal volume without trespassing upon vocal principles, Marshall at once established himself as a favorite with the audiences.

Maestro Paul Whiteman and his orchestra furnish the music for this show. Joe Venuti and his band play for dancing between the 8 o'clock and 10 o'clock performance and after the last show.

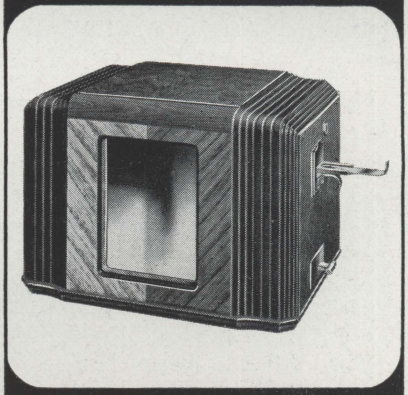
This revue is produced by John Murray Anderson, well known Broadway producer. Anderson, when interviewed, said, "Southwestern girls have what our 42nd Street hoofers get out of powder boxes. The healthy sun tans, with just a few freckles—ah, Texas girls are really beautiful."

The revue features, besides Everett Marshall, Sally Rand, Ann Pennington, the Lime Trio, Walter Dare Wahl, comedian, the bands of Whiteman and Venuti and seventy-two beautiful girls. The admission price is $1.00 per person, plus your dinner, ranging from $1.25 up.

Rose's Famous "Jumbo"

Billy Rose's famous "Jumbo" circus-revue, with a cast of 200 entertainers, includes Eddie Foy, Jr., Poodles Hanneford, famous trick rider; the Kimires, sensational aerial artists; A. Robbins, noted clown; France and Le Pell, trapeze aces; the Lomas Troupe, spectacular high stilt walkers; Dr. Ostermeir and "Duchess," the horse who applauds himself; Margaret Brooks, only wo-

HARMONY BELL



WE SAY IT AGAIN! THE GREATEST PAYOUT DEVICE OF ALL TIMES!

Operate it individually—operate it with a phonograph—operate it by remote control with a phonograph. If flicker light stops on a winner, Harmony Bell automatically pays out. Win or lose, player gets a record selection on phonograph.

$67.50

Check Separator $5 Extra.

WESTERN EQUIPMENT & SUPPLY CO.

925 W. NORTH AVE. CHICACO

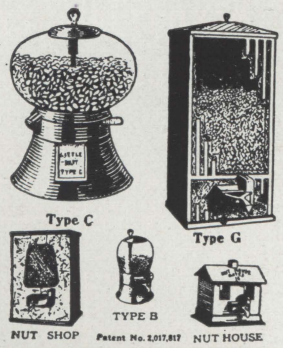
man being shot from a cannon; "Big Rosie," only performing sacred white elephant; Camillas and her 100 trick cockatoos; Josie de Mott Robinson, 76-year-old bareback rider, and Wyn Cahoon, Bob Lawrence, Lawrence Phillips, A. P. Kaye, Hugh Cameron and Jack Soanes. Performances at 6:30 and at 10 p.m. Admission, $1.00 per seat for adults, 50c for children.

The Last Frontier in Wild West Arena

Verne Elliott presents 60 cowboys and cowgirls, 125 Indians, 100 soldiers, 136 square dancers, 10 oxen drivers, 100 horses and 100 cattle, in a musicalized saga of the old West. Very picturesque and thrilling entertainment. Admission, $1.00 per person.

Pioneer Palace, Old-Time Cabaret and Bar

"The Honky Tonk Revue," with a cast of 75, is presented at 4, 6, 8, 10, and 12 p.m. The revue stars Tom Patricola, Broadway comedian and features the "Six Tiny Rosebuds" (all over 200 pounds); Lulu Bates, coon-shouter; Frank Libue, comic waiter; Swiss bell ringers, acrobats, yodelers and line of 16 pretty girls. No admission charge, only for food and drinks.



LITTLE NUT VENDOR CO.
Lansing, Michigan

FACTORY PRICES ON LITTLE NUTS

Type B	$2.50
Type C	3.50
Type G	3.50
NUT HOUSE	3.00
NUT SHOP	2.50

50c extra for postage on samples

LITTLE NUT VENDOR CO.
LANSING, MICH.

DON'T BE SCARED, IT'S JUST COW COUNTRY SLANG!

Every country, or section of country, speaks a language all its own—at least in part.

And so the Eastern visitor to the Frontier Centennial, as he wanders about the grounds, may sometimes hear words and phrasing that even Mr. Noah Webster overlooked when he compiled that big fat book called the dictionary.

Mr. Webster was an academist, and a purist; the Texas cow country has a dictionary all its own.

Here Are a Few

It isn't all in books, but here are a few words and phrases that may come to the ears of visitors attending the show on days when the boys from the range country are in:

Chouse—to stir up cattle more than is good for them.

Starve out—a pasture without water and grass.

Unexception—a man who is outstanding in his profession.

Ditty—something new, like a new tool.

Eye-Baller—a man who is always looking for something that does not concern him.

Like "Kicking Bucket"

Layed 'em down—synonym for death.

Saddle warmer—a rider.

A "sight"—person who is a wit or buffoon.

Maverick—an unbranded or especially wild steer.

Always Another Verse—meaning that every story has two sides.

If a cowboy is keeping steady company with one girl it is said that he is "sittin' her."

A Big "Windy"

And the fellow who tells preposterous stories is often called a "Windy" and his story-telling referred to as "playing a record."

On the horse side of the picture the fox-trotter does a "jiggle," a vicious mount is an "outlaw," an "individual" is the private property of the cowboy, and the "Sunday horse" is usually a good looker with style enough to be used when the boys go "gallin' " on Sunday.

Peanut Cow-Hand Jimmy Ewing, 8-year-old son of Mr. and Mrs. F. C. Ewing of F. C. Ewing Co., Fort Worth, Texas, distributors of Columbus Vendors.

JACK KEENEY'S MAN, BECKER, GOES WALTER WINCHELL

Notes from Coin Chute Center: Weather, at the moment, fully as hot as ye factories claim their new games to be. Just put in a 4-11 call to Maj. (Gaylord) Bohan for three of their any-flavour fans. Seriously considering designing a coin operated Mint Julep vendor, but doubt whether sample machines would ever get out of operators' offices.

* * *

R. (Dick) Warncke and O. O. (Carolina) Bachtol Chicagoggled the first of the week following The Roarious Fourth. . . . Wm. (Silent Sales) Cohen is saying, "California, here I come," that coin gamerchant of the Gopher State taking a hollywooday.

* * *

How Games, Like Pullman Cars, Get Their Names: You've probably wondered howinhell pin games got their names. Take the name, "Tutti Frutti," for example. You, like me, were no doubt of the opinion that Tutti Frutti would have some connection or association with the game it adorned. But that's where you're wrong, palsy walsy, that's where you're all wet. That's not the way games are named.

Tutti Frutti happened to be the

(Continued on Page 70)

THEY SAY.....

Power cost is a thing of the past since we used **ELECTROPAK.**

And no more drained tubes since **ELECTROLOK** stopped the plug-play pirates.

FLYING HIGH

A new Western 1 ball automatic payout that's sending the operators' profits Flying High! Available with Western's new Mystery Coin Chute. As a player inserts a coin in the Mystery Coin Chute, from 1 to 7 pigeons light up . . . as the big bronze ball passes over the award on the board, it automatically lights up odds of 2 to 40 on the beautiful backboard . . . rigidly constructed in a deluxe 24"x50" cabinet . . . Western's New Motor Driven Payout Unit and many other New Exclusive Western Proven Features. Also available with Multiple Coin Chute that takes from 1 to 7 coins.

$139.50 STANCOR UNIVERTER EQUIPPED
BATTERIES OPTIONAL

$149.50 TICKET MODEL
NO CHARGE FOR CHECK
SEPARATOR

WESTERN EQUIPMENT & SUPPLY CO.

925 WEST NORTH AVENUE
CHICAGO, ILL.

JACK KEENEY'S MAN, BECKER, GOES WALTER WINCHELL

(Continued from Page 68)

switchboard girl's weakness in ice creams. The Boss, trying to get a number, chanced to become hooked into a 3-way connection where the Queen of the Switchboard was telling the Boy Friend that it would be all right to come up to supper again for the fifth time that week, but that he had better bring a quart of Tutti Frutti with him to kind of square things with ma.

"That's the name!," exclaimed the Boss, "What a whale of a name that will make for our new game!" And both the sales and advertising managers, anxious to stay on Mr. Boss's payrolls, chorused, "Boss, you are certainly Old Man Namer himself."

While the cabinet manufacturer, not wishing to put his own Regals in his own bridgework, said that Tutti Frutti sure sounded like a "winner" to him.

And so, youse guys and youse gals, "That's Why Tutti Fruttis Were Born." (Next Month's Feature Story: "There's Many a Slip—lingerie, to you—Twix the Knee and the Hip").

* * *

They came. They saw. They conquered. We mean, those southern gal ambassadorsses of the Automatic Amusement Co., Helen (Ft. Worth) Savage and "Miss (Memphis) Jean," whose recent visiting our local coin gamerchantmen proved that "It's True What They Say About Dixie."

* * *

Jim (Okla. City) Boyle from out thataway where the themometer does a daily stratusphere, landed in Coin Center with a wardrobe full of Pal Beaches, only to find that our prevailing winds had been cavorting with Lady Icebergs before "blowing in" at The Sherman. Jim blew in and the chilly breezes blew through Jim.

* * *

What genial artificer of coin games of these here parts is proudly and gleefully displaying some $3.20 which he took away from a game of competitive manufacture, and on location in one of those Few Drop Inns of our Chicagoland. . . . ditto, what Eastern distributoracle was seen with what blond at what Chicago night spot the other evening.

* * *

Personal Success Story: "You ask me, gentlemen, to what I contribute my success in the coin game industry? I'll (er-hem) tell you. Gentlemen, I was down to my last I. O. U., when I bought a discarded canal boat. At one end of the barge I installed a coin slot and a plunger. Then I drilled various orifices on deck, known as "out" and "payout" holes, and advertised my super-sized game as "The Floating Kidney." Well, I guess I don't need to tell you the rest. Floating Kidney was a 'positive sensation.' The factory was 'working night and day' filling orders. Floating Kidneys on location were taking in $1000 an hour: And so I became an inventor. Thanks, gents, danka."

Count that day lost
Whose low descending sun,
Sees payouts more than collections,
And business done for fun.

* * *

One For The Book: Testimonial recently received by Chicago manufacturer: "Dear Sirs—I am sorry to advise you that the Whatsis Game I recently purchased from you was picked up by our local police force yesterday, and just after our taking out a $25 license for it last week. However, I want to pay you this compliment. The police captain said it was by far the finest game that had ever come into the station house"—Canadian Operator.

* * *

COIN GAME LEXICON

Coin Chute—The cause of it all.
Cabinet—Anything from an egg crate to a 7-room bungalow.
Operator—Every location.
Jobber—every operator.
Distributor—Every jobber.
Manufacturer—(Censored).
Sales Manager—So what?

* * *

Author's (Sour) Note: The editors of this monthly monument to coin game journalism will in all probability not want to take any responsibility whatsoever for matte ror mention contained in this delirium tremens of this poor but (not so) honest scribbler. I don't blame said editors. However, no offense or harm is meant or intended in any of the above, and this column has been penned solely in the writer's personal theory that you can't beat fun.

* * *

Take it easy, but be sure and TAKE it.

* * *

And so, until this same hour on the 'steenth of next month, when we'll be seein' you, but not, we suppose, if you see us first. Oh well.

Jack Keeney's Man, Becker.

Flying High is also available with the multiple coin chute. With this coin chute, the player must insert an additional coin for each pigeon or number he wants to play. If he desires, for seven coins he can play all seven pigeons.

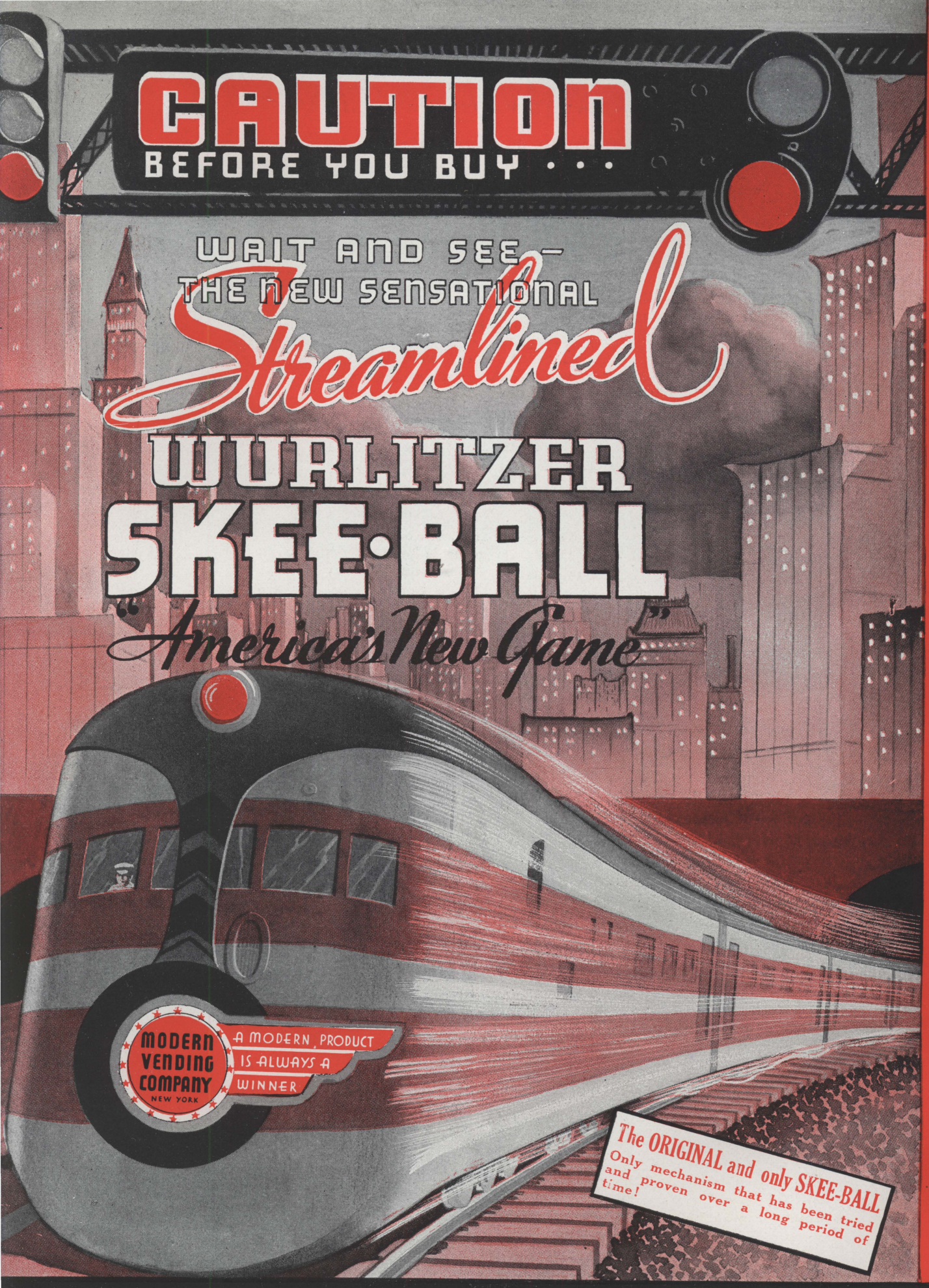
Operators are requested to specify either the Mystery Coin Chute or the Multiple Coin Chute when ordering.

Western again reaches the height of beautiful cabinet and playing field design. The cabinet, which is a deluxe size, twenty-four inches by fifty inches is rigidly constructed and modernistic in design. The playing field and light up backboard is decorated with pigeons and hunters in a terrestrial setting.

The new Western Motor Driven Payout Unit is included as standard equipment. Flying High is ready for immediate delivery.

Barney Dosterchell and Porter Harris have opened offices and salesrooms at 707 South Ervay, Dallas, in what is known as Coin Machine Row, making five coin-machine companies in that block. New company is known as the D. & H. Sales Company.

Best BY ACTUAL TEST!
Stancor
UNIVERTERS
THE ORIGINAL POWER PACK THAT IS BUILT BETTER—LASTS LONGER — MORE ECONOMICAL!
COSTS NO MORE THAN ORDINARY POWER PACKS
STANDARD TRANSFORMER CORP.
850 Blackhawk St., Chicago, Ill.



NOW READY FOR DELIVERY

EASTERN FACTORY DISTRIBUTORS

Modern Vending Company

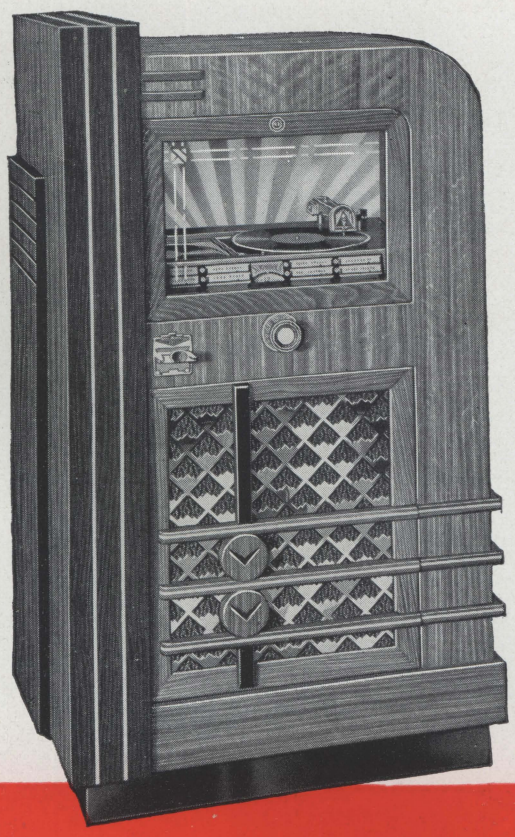
656 BROADWAY, NEW YORK CITY

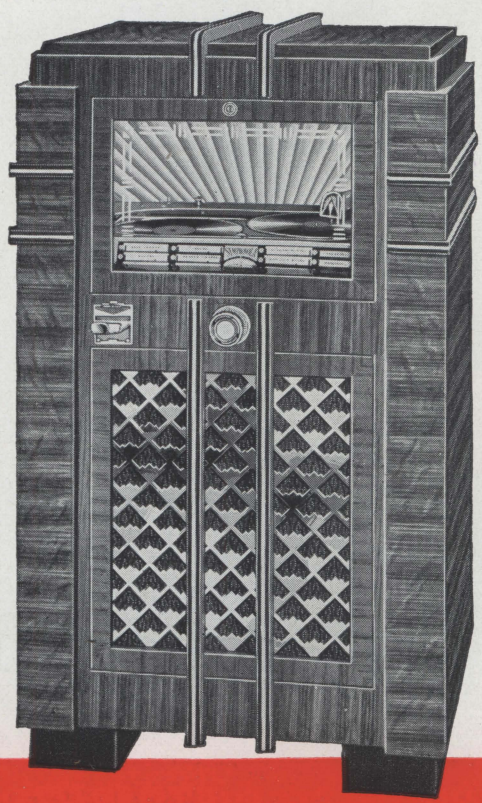
YOU KNOW IT'S
IN "RHYTHM ON THE RANGE"
BECAUSE YOU CAN SEE HIM

CROSBY

YOU KNOW IT'S CROSBY ON A SYMPHONOLA BECAUSE THE REPRODUCTION IS PERFECT!

Every Seeburg Symphonola recording gives a perfect value to every note, every inflection of the orchestra and human voice. The perfected High Fidelity (True Tone Control), pioneered in the automatic field by the J. P. Seeburg Corporation, provides a crystal clarity of tone which brings the true realism of the artist right into your locations. It is this superiority of tonal quality, together with other Seeburg refinements, that has distinguished the Seeburg line of High Fidelity Symphonolas.





Symphonola "C" & "D" Modernistic

(Extreme Left)

Model "C"—Standard equipment . . . 5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. 12 Record Selectivity.

Model "D" DeLuxe . . . 7 Tube High Fidelity Amplification . . . 2 Super Dynamic Speakers. 12 Record Selectivity.

Symphonola Model "B"

(Left)

5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. All Metal Chrome Finished Grille. 12 Record Selectivity.

Symphonola "F" Super DeLuxe

(Right)

3 Super Dynamic Speakers . . . 9 Tube High Fidelity Amplification . . . Designed to take Microphone Attachment with Extra Speaker for Public Address Systems . . . Orchestral, Vocal, etc. All Metal Chrome Finished Grille. 12 Record Selectivity.

HIGH FIDELITY

SYMPHON

EEBURG FRANCHISE *IS* MORE VALUABLE!

"Rhythm on the Range" will soon be presented by the Balaban & Katz theaters in Chicago and by theaters all over the country. This Paramount production stars Bing Crosby, Frances Farmer, Bob Burns, Martha Raye, Warren Hymer, Lucille Gleason and Samuel S. Hinds. Directed by Norman Taurog.

The Seeburg advanced features guarantee permanent operating efficiency . . . simple construction, fewer moving parts than any mechanical phonograph manufactured . . . all cabinets completely hand rubbed; alcohol-proof, stain-proof, mar-proof, chip-proof . . . the Dual Type High Fidelity Amplifier controls base and treble registers—handles 4 extra speakers with no loss in volume . . . the chassis of each Symphonola is set on springs which prevent case vibration—do not confuse with rubber mounting which vulcanizes, becomes hard and therefore defeats its very purpose . . . the new High Fidelity pick-up is of the magnetic type which is perfectly matched to operate with speaker and amplifier . . . 5c-10c coin chute, takes up to 20 nickels or 10 dimes at the same time . . . 12 record selectivity . . . These features are the reason the Seeburg High Fidelity Symphonolas are known as the instruments without service headaches.

Southern SEEBURG Representative

ELECTRO BALL COMPANY, INC.

Main Office: 1200 Camp Street, DALLAS, TEXAS

Oklahoma City, Okla. 527 N.W. 9th St.	Waco, Texas 125 S. 7th St.	New Orleans, La. 517 Canal St.	Fort Worth, Tex. 1018 Jennings Ave.
San Antonio, Tex. 407 Main Ave.	Wichita Falls, Tex. 804 10th St.	Houston, Tex. 1705 Fannin	Memphis, Tenn. 593 Linden Ave.

OLAS

J·P·SEEBURG CORPORATION

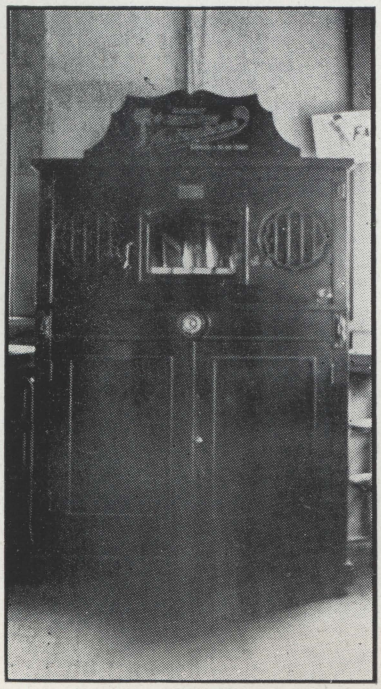
1510 DAYTON STREET

CHICAGO, ILL.

The above photo shows the personnel of the Buckley Manufacturing Sales organization at Fort Worth, Texas, under the efficient management of M. T. Reiners. Buckley Manufacturing Sales operates Buckley Diggers and distributes Buckley products throughout East Texas, and the organization is making a real record for itself, not only in the operating line, but from the sales standpoint as well. A complete line of Buckley products are carried in stock from which East Texas operators, jobbers, and distributors can secure immediate delivery.

WHATTA RECORD!

The J. P. Seeburg Corporation may, indeed, be proud of the record



of its phonographs, for the service, the durability, and the profit derived from them by the operators. The letter below, which was sent to Morris and Davidson, Inc., in response to a letter asking for some interesting facts concerning Seeburg operators, is definite proof of the value of the Seeburg phonographs. The letter reads as follows:

June 24, 1936.

Morris & Davidson, Inc.,
201 N. Wells Building,
Chicago, Ill.

Gentlemen:

Responding to your letter of June 8, we are enclosing pictures of a Seeburg phonograph owned by Mr. Tood, Olivette, Mo., who claims the machine is operating in his location for ten years carrying three speakers, one in the tavern and two on the outside dance pavilion.

This machine is still operating with the initial amplifier. The only expense being several tubes. The meter reading is 160,469 which, when evenly divided is equivalent to 42 plays a day, for ten years.

It still has a fairly good tone. In fact, Mr. Tood believes that the machine will give him several more years service without any complaints from his customers. This proves, without a doubt, the durability of Seeburg phonographs.

Hoping this information will be of some value to you, we are

Very truly yours,
W. B. SPECIALTY CO.
St. Louis, Mo.

"Dad," said the kid, "what is personal liberty?"

"It's what a man exchanges for a wife, son," growled his dad.

Instead of divorcing the wife of 60 years or so, whom he wed under the belief she was 24, the Cambridge, Mass., man might use his head and market her make-up.

"Oh, John," screamed the excited woman driver, "the car is running away!"

"Can you stop it?" asked the worried husband.

"No."

"Well, then, see if you can't hit something cheap."

"What caused the explosion at your house last night?"

"Powder, on my coat sleeve."

It's Music to My Ears

By I. F. WEBB
Rockola Phonograph Sales Mgr.

Almost every day we have the pleasure of dealing with some well known coin-machine operator who has made the wise decision of "getting into music." Rarely does it mean that this new music operator is giving up all other coin machines and devoting all his facilities and attention to music. It simply means that he is rounding out his investment in coin-machine equipment with one of the oldest, surest and soundest of money makers—music machines.

Together with scales, coin-operated phonographs truly represent a type of investmenut which among coin-machine men could be compared to "Government Bonds." Just like a Gold Bond, a phonograph steadily builds profits for its owner day after day, month after month, year after year. And, good profits, too. Without the hazards of legislation and interference which often hamper the hard working coin-machine operator.

Speaking of profits. Many operators are perfectly frank and tell us they simply would not bother with phonographs. "It is too slow," they say. But, they do not stop to consider the long life of a phonograph —the steadiness of the profits—the sureness of the music "game."

Why, most of us as kids could remember the nickel piano in our neighborhood where the latest inviting tunes came wafting through the evening air. Coin-operated music made money in those days. And, now it is going stronger than ever. And, today just see what the operator can offer to the public for their nickels. In the 1936 Rock-Ola Multi-Selector for instance, you find electrically amplified, high fidelity tones that rivals the actual performance of the very orchestras which made the recording! Moreover, you find a Rock-Ola mechanism so simple that the old service problems become a thing of the past. Let us conclude then that as a sound business investment, coin-operated phonographs present an opportunity rich with possibilities. Moreover, an investment free of the usual risk and hazard found in other types of business.

To the inexperienced music operator there is another vital question which must be settled before he "gets into Phonographs." And, that is—are there too many phonographs in my territory? Is there room for me? —Can I expand quickly if I like the music business?

Here is the answer to that question—straight from the shoulder. By all means invest in phonographs. But, in establishing your music business don't disrupt the business of your competing operators by cutting commissions and chiseling them out of their spots with any tactics but those which are fair and square.

There is plenty of room for plenty of operators and plenty of phonographs if you will treat your competitors at all times as you would have them treat you. It is interesting to note that in several cities the various music operators are close friends and associates, all offering the same rates of commission to locations, all happy, all making money, and all with a waiting list of spots for their instruments. This is no dream. It is a true condition when music operators really co-operate.

Finally, in choosing the make of instrument for your music operations it is highly important that you get instruments with the most perfect mechanism and tone, backed by a manufacturer of unquestionable integrity and financial standing so your investment will be protected in years to come.

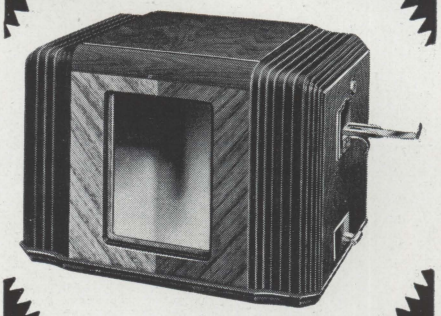
I refer to an instrument such as the Rock-Ola Multi-Selector, manufactured by Rock-Ola Mfg. Corp., 800 North Kedzie avenue, Chicago.

Visitors of the new Rock-Ola plant come away with interesting accounts of the wonders to be found in its 800,000 square feet of production area. And, only an actual visit, with a guide to explain the many new and exciting manufacturing methods, can give a really comprehensive picture of what makes this the finest plant in the entire industry.

The physical structure of the plant itself is impressive. It looms above the other industrial sites nearby, and can be seen for miles around. Its immense size, comprising 20 buildings, radiates a feeling of strength and security that is carried along

(Continued on Page 78)

ANOTHER WESTERN HIT!



• WE SAY IT AGAIN! THE GREATEST AUTOMATIC DEVELOPMENT OF ALL TIME!

Harmony Bell

Operate it...

INDIVIDUALITY!
WITH PHONOGRAPH!
REMOTE CONTROL TO PHONOGRAPH!

Upon insertion of a coin LIGHTED FIGURES FLICKER all over the MAGIC MIRROR. If a winner is made, player is AUTOMATICALLY PAID OUT OF AWARD SHOWING. Highest payout is $1.00. If OPERATED WITH PHONOGRAPH, WIN or LOSE, PLAYER AUTOMATICALLY GETS A RECORD SELECTION. Equipped with WESTERN'S FAST, POSITIVE, PAYOUT UNIT.

$67.50 Check seperator $5 additional

WESTERN EQUIPMENT AND SUPPLY CO.
925 W. NORTH AVE., CHICAGO

Introducing PAMCO LEATHERNECK

PROFIT-PROVEN PAYOUT FULL OF APPEAL!!

You'll see why when you play Pamco LEATHERNECKS yoursel Player shoots with SKILL for highest odds in 5 positions at top board. Ball passing over switch sets ALL pockets at 4—6—10—16 30 to one. Otherwise 2 points—no more! Playfield designed wi Beautiful Girls—each guarding a payout hole. It's choose your wom and pick your odds. No girl—no payout! What fellow doesn't like make 'em? Especially with that top payout of $1.50 and your favori girl awaiting the stroke of the plunger. Ask any operator fortuna enough to have "LEATHERNECKS" out on location. He'll say i GOOD for LONG RUN—CONTINUOUS PLAY—REPEATIN PATRONAGE!

$99 Straight Payout / Battery Equipped

$104 Straight Payout Electropak Equipped

$112 With Electropak and Standard Ticket Uni

SIZE 50 IN. BY 24 IN.

SINGLE COIN PLAY

U. S. PATENT 2,029,177

"TANGO" PRINCIPLE 80% More Appeal!

PAMCO TANGO "FASCINATION"

Only DIFFERENT Bowl-a-Ball Game on Market!

DIFFERENT because of its 3-way Skill Scoring Principle—with Up and Down —Across—and Diagonal Lines of Lites for Dime to a Dollar Awards! 80 per cent MORE APPEAL—because Pamco Tango "FASCINATION" gets that many MORE and HOLDS 'em that much LONGER! Take 9 tosses at it YOURSELF! You'll agree—Pamco Tango "FASCINATION" is your BEST BET by FAR!

Wire for IMMEDIATE Deliveries!

Priced at

$2

DEMOUNTABLE IN THR SECTIONS

EQUIPPED WITH PAYO TOTALIZER AND CLEV SCORING REGISTER

BEAUTIFUL FINISH— CHROMIUM TRIM

SOUTH COAST

With Operators Voting X YES

PAMCO "BALLOT"

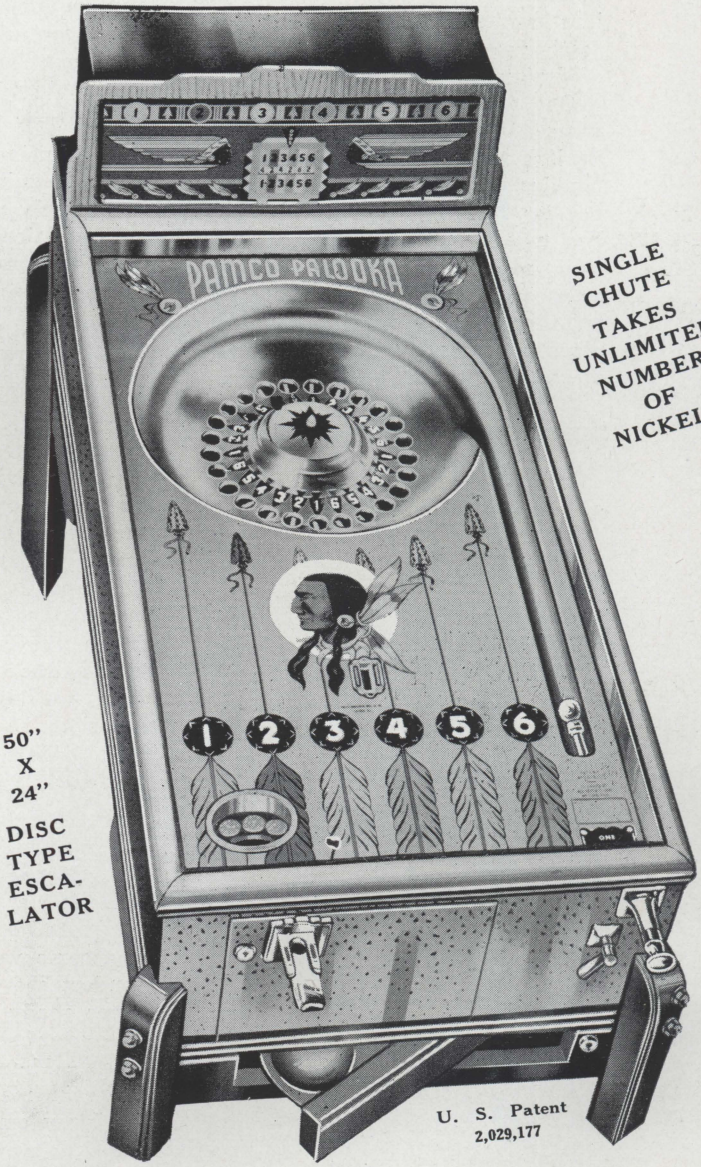
NEW WINNING 1-BALL GAME GOOD FOR HEAVY RETURNS

Nominated on this platform—"INCREASE the WEALTH of ALL operators!" Those who have Pamco "BALLOT" already on location say "It DOES it!" Just watch that 1-Shot ball barely miss a payout pocket in Upper Field—only to catch a hopping—skipping—and jumping lite at the bottom for one of 8 payouts posted on Pamco "BALLOT'S" Big Odds Commutator. Vote "YES"—Order Pamco "BALLOTT"!

Nickel
1-Ball
Chute

PAYOUT MODEL
$129

TICKET MODEL
$139



SINGLE CHUTE TAKES UNLIMITED NUMBER OF NICKELS

50" X 24" DISC TYPE ESCALATOR

U. S. Patent 2,029,177

While the PALOOKA Family "SENIOR" and "JUNIOR"

SETS EARNING RECORDS HIGHER THAN EVER!

Coin Chutes—6 'Changing Odds' on Sets of Pockets—Bowl-Type Scor—EARNINGS even BETTER than half-dozen bell chines! It's ENIOR" at... **$189.50**

1 chute taking unlimited number of nickels. The same MIGHTY "PALOOKA" principle that makes bell machines "bunch up" to compete with it. 'Nuff said—it's the JUNIOR"!

PAYOUT $159
TICKET $169

Electropak and Check Separator Equipped

Order NOW! Get SAME DAY Shipments!

AMUSEMENT COMPANY

M. & M. BUILDING ◆ HOUSTON, TEXAS

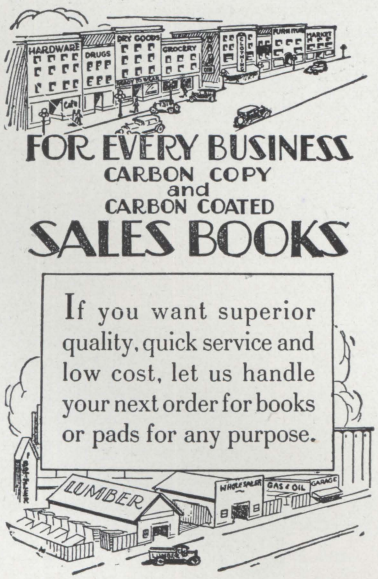
IT'S MUSIC TO MY EARS

(Continued from Page 75)

after the visit has ended. But, the real thrills are on the inside—in the vast areas where new ideas are being constantly developed, where great new products are being created, and where seemingly endless conveyors carry along to perfection a steady stream of fascinating products.

The climax of a tour through the Rock-Ola plant to most visitors these days is in the many thousand square feet given over to the production of Rock-Ola's newest and most spectacular product—the Rock-Ola Multi-Selector. Here is real industrial drama. A quarter of a million dollars has been spent in creating, perfecting and building this masterpiece of design, mechanism and tone!

One of the biggest exclusive features of the Rock-Ola phonograph is its lightweight crystal pickup which doubles the life of records and needles. Weighs only three ounces. Has no moving parts. It is hermetically sealed in a bakelite case. Not affected by dampness, dust, salt air, or other weather conditions. Recognized by experts as the last word in pickups. Pioneered by Rock-Ola.



Every business should use sales books. Inquire for styles and prices. Priced so you can afford to use them. Branch-Smith, Publishers, 120 St. Louis Avenue, Fort Worth, Texas.

Another exclusive Rock-Ola feature is the full floating baffle. The Rock-Ola speaker is mounted on a heavy, plywood baffle board which is floated on an ingenious webbed mounting assembly, completely separating the speaker and baffle unit from the cabinet. This full floating construction eliminates all cabinet noises and vibration, and assures perfect undistorted music.

In addition, the dual-motor feature is one of the outstanding Rock-Ola points of superiority. The control motor is designed for the changing of records only, while the turntable motor is specially designed to give a 100 per cent noiseless, smooth, even-running turntable. Regardless of voltage variation, the turntable always runs at the same even speed. Dual-motors eliminate the need for clutches and other unnecessary parts.

The business of operating phonographs requires instruments that are exceedingly simple and yet 100 per cent efficient. That is why Rock-Ola phonographs have become a favorite among successful, experienced music operators.

Chicago, Illinois—Visitors to the huge Rock-Ola plant recently say that never before have they seen such intense activity there. Several coin machine people have commented on the obvious air of electric expectancy that prevails throughout the Rock-Ola plant. Doors leading to Research and Experimental Departments are heavily locked. People entering these "sanctum sanctoriums" do so quickly, and with a glance about to see that no one gets a look inside.

Interviewed, in an effort to get some information on all this activity and mystery, Jack Nelson, General Sales Manager, said "When I came to Rock-Ola, I told everybody that I had looked into the bag here and had seen some wonderful things. These wonders are gradually getting themselves ready to step out and make money for coin machine people everywhere. There have been wonders in the coin machine industry before, but I say emphatically that nothing you have ever seen can compare with the schedule of profit-producers that will come from this big Rock-Ola plant soon."

With this explanation we have to be satisfied. However, coin machine people will do well to keep their eyes on Rock-Ola.

VONIE HAILE NEW OFFICIAL TEXAS COIN GREETER

Vonie Haile, who heads the destinies of the Four States Amusement Company at Texarkana, Texas, is now officially reported as the "Texas greeter delegation of one" by Al S. Douglis, president of Daval Manufacturing Company, and Bill Gersh, advertising man from New York, who were on their way to the Texas Centennial.

Texarkana being the borderline town of the state, visitors to the big Centennial usually stop off here on their way through, but, after meeting with some of the Vonie Haile hospitality usually stay over for another day or two.

Mr. Haile is not only leading the way to the operators in this area with the latest operating ideas and the newest equipment, but, is also because of his ever smiling and gentlemanly nature become the official greeter for all the coinmen that visit the Texas Centennial.

Being on the "Broadway of America," "Broadway" Bill Gersh insisted on stopping over and meeting the coinmen's "official greeter." The pleasant reception accorded to an out of town visitor by Mr. Haile and his master mechanically-minded associate, Jack Morgan, as well as beautiful Helen Arthur of the office staff here, tempted both Bill and Al to stay on in Texarkana and visit the Centennial at a later date.

Mr. Haile can easily be called the most efficient operator in this four states territory. His men and his operation is one of the high spots of the industry. The manner in which the machines are prepared for the operation and the manner in which they are placed on location is one of the leading phases of modern coin machine operation.

A. S. Douglis of Daval, who has visited hundreds of operators, jobbers and distributors in the country, stated:

"I believe that Vonie Haile and his Four States Amusement Company should be credited by the coin machine industry as being one of the most progressive organizations in the entire industry. There is no doubt in my mind that if there were more firms of this kind in the country today the industry would forever be among the leading industrial industries as well as the most appreciated amusement industry in the world."

NORTHWESTERN NEW INTRODUCTIONS TO OPERATOR OF MERCHANDISE VENDERS

By W. E. BOLEN, President
The Northwestern Corporation

The introduction of the new Northwestern super line of bulk merchandiser venders should be cause for celebration by operators far and wide. During the depression just recently past, merchandise vending machines again proved conclusively to thousands of operators that here was a good business, sound in principle, capable of flourishing under widely different economic conditions, with the only limitations being fixed by the energy and ambition of the individual operator.

We, therefore, felt that this fine business was deserving of a line of machines vastly superior in construction, design, and performance to anything which the market previously offered. With this thought foremost in mind our engineers set about to build a product in which all sources for trouble experienced by operators in ordinary machines were eliminated. All worth while features (some of them radically new) necessary for the greatest efficiency in service and maintenance have been included.

The outward appearance of these products was designed by an artist of nationwide repute. The clean-out, modern lines are packed with sales appeal, tempting the public to buy. The finish of porcelain enamel and chromium will withstand all the abuses to which venders are ordinarily subjected.

These are machines of which both the operator and the location owner may be justly proud today, tomorrow, and ten years hence.

As companion machines in the Northwestern super line we give you the DeLuxe Merchandiser — the world's finest single-compartment bulk goods vender, and the Tri-Selector—a selective 3-compartment vender of equal equality.

Both machines are all products venders in penny and nickel play. By closing the nickel slot the machine becomes straight penny play, and by closing the penny slot it becomes straight nickel play.

A unique feature of the Tri-Selector is that on a nickel purchase the customer may select merchandise from one, two, or all three of the compartments if he so desires.

We mention just a few of the outstanding features. Unexcelled accuracy in vending portions of all types of merchandise—wide flexibility in size of portions—insect-proof merchandise compartment — sturdy but highly sensitive coin mechanism —throws out practically all solid brass slugs even of proper thickness and diameter—iron, steel, aluminum, celluloid, linoleum, etc., slugs are eliminated — scavenger clears coin slot of all refuse and trash—scientifically designed glass container increases excellence of merchandise display—Oilite bronze bearings on all shifts—slip joint handle—mechanism readily accessible and may be instantly removed—entire merchandise compartment and vending mechanism also removable in a unit—large coin box—complete cylinder lock protection.

Never before have machines of such high quality been available to the operator. The Northwestern super line of bulk goods venders is the answer for the operator who wants to build his business on a bed-rock foundation of permanent profits and obtain the maximum profit from each location.

One hundred dollars and congratulations to Harry McDonald of Topeka, Kan., who, in the opinion of the judges, submitted the most suitable name for use with the new Northwestern 3-compartment vender.

Tri-Selector, the winning name, uses the two most pronounced features—"tri" for three compartments, and "selector" for the selective feature which is one o fthe outstanding merits of this machine.

W. E. Bolen, president of The Northwestern Corporation, in announcing the winner says: "Don't think that it wasn't a trying job to pick a winner from the thousands of names we received! While there is only one lucky winner we do want to express our most hearty thanks to the many operators who participated in the contest making it possible for us to have such a tremendous number of names from which to choose."

Precaution

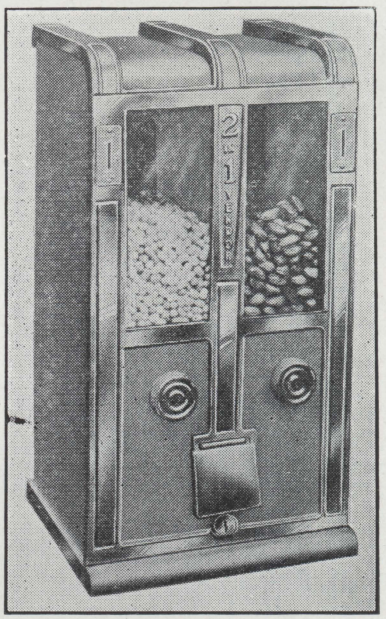
The priest met a member of his flock, and stopped to speak to her regarding a job which had been found for her husband.

"No, your reverence," she said, "Mike can't go on that job today; he's in bed with snake-bite."

"Save his soul!" exclaimed the priest. "An' so he's been bit, eh?"

"Not yet, father," came the reply, "but he's drunk a bottle of brandy in case he might be."

ROBBINS
2 IN 1
VENDOR



AMERICA'S
MOST PRACTICAL
BULK MERCHANDISER

IMPORTANT FEATURES

1 99% slug proof coin slots, rejecting practically every commonly used slug or washer.
2 Water-proof construction, so that machine can be placed on outside as well as inside locations. TESTED and PROVEN mechanically perfect!
3 Vends over 20 DIFFERENT, fast selling items, including salted peanuts, pistachio nuts, cashew nuts, chewing gum tablets, jellybeans, pumpkin seeds, toys and candy, etc.
4 Beautiful modernistic design, which makes it easy to secure the best locations. Highly polished aluminum front, steel sides, baked enamel finish. All parts treated to resist rust.
5 Vends goods at 40c to $1.00 per pound. Easy to adjust for various portions.
6 Substantially constructed to be a life-long money maker. Earns TWICE as much as a single column vendor with no additional servicing cost.

● LIFE TIME ●
PROFIT
MAKER
●

JOBBERS and OPERATORS!
WRITE FOR PRICES TODAY!
P.S.—"Route Salesmen" Wanted

D. ROBBINS & CO.
1141 DeKALB Ave. – BROOKLYN, N.Y.

Brunswick Record "Hot Tips"

By ART SATHERLEY
(Brunswick Record Corp.)

Brunswick has another surprise to spring on coin machine operators this month! 'Tis Art Shaw and his orchestra—and we are justly proud of introducing this new hot dance orchestra to you because it has something unusual and novel to offer in the way of entertainment. Here is a hot jazz band which features—of all things!—a string quartet! And, is it effective! Wait until you have heard Shaw's recordings—you'll order them for every one of your hot dance locations.

Art Shaw is the young musician who walked away with New York's first "swing" concert a couple of months ago via his clarinet. He is the leader of, and does most of the arranging for, his orchestra (white) which includes a full rhythm section, tenor sax, trumpet, and trombone. Particularly likeable and that which will get the raves is Shaw's clarineting with the string quartet as background. It's swell!

On the Brunswick list this month we especially recommend:

Teddy Wilson (colored orchestra). Brunswick 7699, "These Foolish Things" (FT), "Why Do I Lie to Myself About You?" (FT).

The first number is that gorgeous English tune that has been fondly adopted by Americans. From the British revue "Spread it Abroad." Slow "swing" that'll make 'em sway. The other side—a brand new number—is a dance provoker. Faster.

Brunswick 7702. "It's Like Reaching for the Moon" (FT), "Guess Who" (FT).

Both new numbers. The lyrices of "It's Like Reaching for the Moon" will sell themselves. Billie Holiday, for whose vocalizing there's been a great hue and cry lately, does the chorus of "These Foolish Things" and on both sides of 7702.

Art Shaw (orchestral:
Brunswick 7698, "No Regrets" (FT), "I Used to Be Above Love" (FT).

Brunswick 7688, "The Japanese Sandman" (FT), "A Pretty Girl Is Like a Melody" (FT).

These are the records by the new hot jazz orchestra. Be sure to listen to them! "A Pretty Girl Is Like a Melody" is from the "Ziegfeld Follies of 1919." No vocals on 7688. Wes Vaughan sings the two numbers on 7698.

Frankie Trumbauer (orchestra):

Brunswick 7687, "I'm an Old Cowhand" (FT), "Diga Diga Do" (FT).

A good, catchy, dance tune, "Im an Old Cowhand" is from Paramount's forthcoming much-talked-about picture "Rhythm on the Range." Jack Teagarden sings the chorus.

Played in a fast tempo, every instrument gets a chance to show its stuff in "Diga Diga Do" which you will remember from the "Blackbirds of 1928."

Hudson-DeLange (orchestra):
Brunswick 7700, "The Moon Is Grinning At Me" (FT), "It Seems I've Done Something Wrong Again" (FT).

That girl of the charming voice—Ruth Gaylor—sings Will Hudson's latest composition "The Moon Is Grinning At Me" which is played moderately fast by his orchestra.

The other song was composed by the other half of the orchestra leadership—Eddie DeLange. He also owns the voice you hear on this side. Slower tempo. Soft brass featured.

Bill Robinson (tap dancer):

Brunswick 7706, "Ain't Misbehavin"; "Doin' the New Lorw Down."

Bill Robinson, the famous colored tap dancer. We needn't say another word!

Kay Kyser (orchestra):

Brunswick 7701, "Ang Rags, Any Bones, Any Bottles Today" (Nov. FT.), "You'd Be Surprised" (FT).

Play it! It'll cause more laughs than a barrel of moneys!

On the Vocalion list this month we especially recommend:

Henry Allen (colored orchestra): Vocalion 3261, "On the Beach at Bali-Bali" (FT), "Take My Heart" (FT).

Both numbers are at the very top of the list of the songs most broadcast.

Vocalion Vocalion 3262, "Chloe" (FT), "You're Not the Kind" (FT).

The ever popular swamp song will get 'em! "You're Not the Kind" was written by Will Hudson of the Hudson-DeLange Orchestra. Henry Allen does some mighty fine tootin' on his trumpet and sings the vocal chorus on all sides.

Putney Dandridge (colored orchestra):

Vocalion 3269, "Ol' Man River" (FT), "Why Was I Born" (FT).

Red hot stuff. "O' Man River," of course, is from "Show Boat;" "Why Was I Born" from "Sweet Adeline." Putney sizzles during the vocal chorus on each side.

Stuff Smith (colored orchestra):

Vocalion 3270 "Old Joe's Hittin' the Jug" (FT), "It Right" (FT).

The famous Onyx Club (N.Y.) boys playing all over the place. Will positively be in demand. Hot Stuff (violin) and Jonah Jones (trumpet) "send" each other is something to rave about.

The Cotton Pickers (orchestra):

Vocalion 3263, "Woe Is Me" (FT), "Dere's Jazz in Dem Dere Horns" (FT).

Two choice bits by one of the most famous "hot" jazz bands in England. Highly rhythmic. They'll dance as soon as the needle hits the groove.

Tommy "Red" Tompkins (orchestra):

Vocalion 3271, "Jes' Natch'ully Lazy" (FT), "What the Heart Believes" (FT).

Tommy knows exactly what dancers desire in the way of rhythms. He gives it to them on this record.

Mal Hallett (orchestra):

Vocalion 3268, "I'm an Old Cowhand" (FT), "Why Do I Lie to Myself About You?" (FT.

The first side is a catchy tune from Paramount's forthcoming picture "Rhythm on the Range."

On Melotone records, we recommend:

Dick McDonough (orchestra):

Melotone 6-09-07, "I'm Grateful to You" (FT), "Summer Holiday" (FT).

Moderate tempo. The B side contains a brand new number.

Johnny Johnson (orchestra).

Melotone 6-09-06, "Why Do I Lie to Myself About You?" (FT), "Lonesome Lullaby" (Waltz).

"Why Do I Lie to Myself About You?" is something new and it looks like an up-and-comer. "Lonesome Lullaby" is sentimental. Johnny's orchestra is acknowledged as being one of the best dance orchestras in the country.

Joe Reichman (orchestra):

Melotone 6-09-04, "I'll Never Let You Go" (FT), "Sunshine at Midnight" (FT).

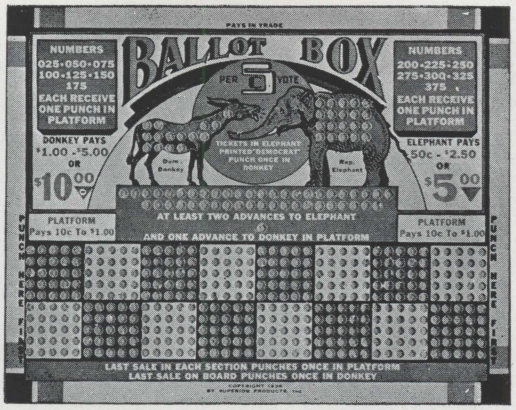
New Yorkers spend plenty of dough to go to the roof garden of the Hotel Pennsylvania for the privilege of dancing to Joe Reichman's music.

Melotone 6-09-05, "An Old Saddle for Sale," "Did I Remember" (FT).

The second number is from Jean Harlow's picture "Suzy."

Superior's Latest:

"BALLOT BOX "&" OOP *and* AD'M"



Ballot Box—a timely hit. $5 high prize.
400 holes at 5c, $20.00
Pays out (av.) $8.51

Profit (av.) $11.49

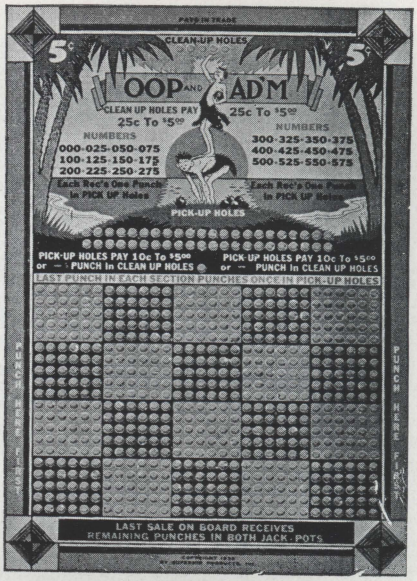
Semi-thick with easels and celluloid jackpot protector.

$1.38 plus tax 10%

Oop & Ad'm—a funny board with definite payout and profit. $5 high hole.
600 holes at 5c, $30.00
Pays out . . . 15.50

Profit . . . $14.50

$2.46 plus tax 10%



We sell operators only—never to locations. Transportation paid on orders for $50 or more net.

One-third cash with order, balance C.O.D.—Order from office nearest you.

ELECTRO-BALL CO., INC., 1200 Camp, DALLAS

Fort Worth **Waco** **Oklahoma City** **San Antonio** **New Orleans** **Houston** **Memphis, Tenn.** **Wichita Falls**

BALLY-ROLL GETS ENTHUSIASTIC WELCOME

Swamped with franchise bids, as a result of their first announcement of Bally-Roll, Bally Manufacturing Company is hastily revising production plans to provide for at least twice the output originally figured. Jim Buckley, general sales manager, states that "our announcement that we are manufacturing a 'bowl-a-ball' type machine has started a trek to Chicago on the part of leading distributors eager to obtain the franchise for their respective territories."

"Besides the full-automatic- electric operation," Jim went on to say, "the Bally-Roll feature that is waking operators up to their golden opportunity is its portability. Although rugged and rigid, Bally-Roll is, I think, the lightest machine of its class. Moreover it is built in easily assembled sections; and is actually as easy to install as the present day payout pin tables. Another big feature is the absolutely noiseless operation, which opens the doors to countless locations closed to noisy machines.

"Players will strongly approve of the wide field, which is the full width of the alley, and therefore, gives more action and more skill appeal. Another feature which attracts players is the fact that all balls are fully visible and within easy reach.

"Operators, in turn, are impressed with the smart, modern design of the machine, the revolutionary new 'magic lantern' register which occupies a tiny space but projects point-by-point score in 4-inch numerals—like a movie 'still' flashed on the screen. Another valuable feature is the new anti-slug chute which shows last five coins played."

"Built by the same organization responsible for the world famous Bally payout pin games, Bally-Roll is guaranteed 100 per cent trouble-proof and has already gained the endorsement of leading roll operators."

BILL GERSH AND AL DOUGLIS IN TEXAS

"Following Horace Greeley, arriving Jefferson, Dallas, late afternoon today. Bill Gersh."

From the dim and distant school days, you probably will recall, if the strain isn't too severe, that it was this prominent journalist, Horace Greeley, who advised, "Go west, young man, go west."

This telegram announced the approach of Bill Gersh, big advertising man out of the East (New York City) and Al Douglis, Daval Manufacturing Company, big manufacturer out of the West (Chicago) to the biggest state in the Union (Texas).

They visited friends and customers in cities en route and "took in" or were "taken in" by the Central Centennial Exposition in Dallas and the Frontier Centennial in Fort Worth, "Where the West Begins."

Both gentlemen were generous in their praise of the quality of the entertainment which the Centennial has provided for their many visitors.

Their destination is the Pacific Coast, their theme song, "California, Here I Come."

Good luck, boys! Come back to the Lone Star State any time.

A well known expert is reported to be telling the secrets of makeup. But nowadays this is done so openly that there's no mystery about it any way.

Get Your Copy in Early!

First forms for Automatic World are printed beginning on the 15th of each month. Last forms close on the 20th. Inserts must reach us by the 22nd. Our readers appreciate getting Automatic World at a certain time each month. And we are not going to disappoint them.

We ask your co-operation---Send Your Copy Early!

AUTOMATIC WORLD

FLYING AT SEVENTY-FIVE

The Old Adage, "You can't teach an old dog new tricks," is being blown to smithereens these days.

Flying an airplane is just about the most difficult job you can imagine, isn't it? And yet there are, in the United States, 200 men over fifty years of age who are putting their own planes through the paces. They've organized the "Over Fifty Club" and the oldest member has just passed his seventy-fifth birthday!

Scientists now claim that we can learn as easily after forty as before. We can continue to adventure with new ideas as we march into the sunset of life. Goethe finished his "Faust" only a few years before his death at eighty-three; Gladstone took up the study of a new language when he was well past seventy; Edwin Markham, although over eighty, is still writing poems; Vanderbilt increased his realroad mileage from 120 to 10,000 miles after he turned seventy.

The epitaphs of too many men should read, "Died at 30. Buried at 60." We need not have that said of us. We can continue to grow and live and learn straight through to the end. "The reason people age after 50," says Henry Ford, "is because they permit themselves to slump." Keep your chin up!

SOFT SHOULDERS

Danger, "Soft Shoulders," warns the sign on the highway. Soft earth at the side of the pavement will cause you to lose control, should your car leave the road. Traveling at high speed, soft shoulders may cause a serious crash!

What about soft shoulders in business? They cause serious crashes there, too! It takes strong shoulders to carry the responsibility of important jobs successfully. It takes strong shoulders to stand the gaff and overcome obstacles.

"There is a single reason why ninety-nine men out of one hundred average business men never become leaders," says Owen D. Young. "It is this: They are unwilling to assume responsibility." They have soft shoulders. They are looking for soft jobs. Success steers away from them.

The highway to success is banked with men who say, "Bring on your responsibilities! Bring on your heavy problems! Our shoulders are broad and strong! We can solve them!"

Contradictory

Dr. Abrams was called to a barber shop, where Sam, the negro porter, was lying unconscious. Dr. Abrams worked on him for a long time, and finally revived the man.

"How did you happen to drink that stuff?" he asked the patient. "Didn't you see the label on the bottle? It said 'poison.' "

Sam: "Yes, doctor, but I didn't believe it."

Dr. Abrams: "Why not?"

Sam: "Because right under that it said 'Lye.' "

He Couldn't Take It

MacDonald: "Too bad about Bob, wasn't it?"

MacPherson: "Yes. What happened that the drinks were on him?"

MacDonald: "What happened? He was run over by a beer truck."

CAPEHART CORPORATION ANNOUNCES ROTO-LITE

An item of more than ordinary interest in the automatic phonograph world the current month is the announcement by the Capehart Corporation, Fort Wayne, Ind., of the new Roto-Lite, with which all Orchestropes are now equipped.

The Capehart Roto-Lite is a simple but ingenious revolving light which not only reflects many different colors but produces action through the constant changing of these colors. The effect is a never-ceasing, ever changing panorama of action and color.

This, it is pointed out, gives the Orchestrope an action plus color feature which is a powerful factor in attracting attention. In working out the Capehart Roto-Lite, the manufacturers were mindful of the fundamental fact that two things are necessary to attract maximum attention —color and action. In the Capehart Roto-Lite, the Orchestrope provides them both in a happy combination that not only attracts immediate attention, but continues to hold that attention in a manner most pleasing to the eye. As the light itself generates enough power to revolve the glass enclosing it, the pleasing panorama of moving colors is ever present to attract attention so long as the light is on, whether the Orchestrope is in operation or not.

Many operators have already reported that the new Capehart Roto-Lite not only adds to the beauty of the Orchestrope and to its effectiveness in attracting pleasing attention, but that the colorful action heightens the impulse to play and that the new feature increases the coin intake from 25 to 50 per cent.

A.M.A. OF IOWA

The annual convention of the Automatic Merchandisers Association of Iowa and the Midwest Coin Machine Show was quite successful, having representatives from seven states.

The display of the different type machines, trade stimulators, accessories and merchandise was exceptionally good. The registrations of operators and exhibitors began in the morning on May 26 and continued during the entire day.

Officers for the ensuing year were elected at the 11 o'clock business session. They were installed at the monthly meeting, June 30, at the Kirkwood hotel in Des Moines.

The new officers are: President, C. P. Harrison, Fort Madison; secretary, Robert W. Merriam, Des Moines; treasurer, W. I. Collings, Des Moines; first vice-president, Max Langer, Dubuque; second vice-president, Ted Welch, Centerville; third vice-president, Jack Levensky, Des Moines; directors, H. A. Harden, Sioux City and F. Joe Robbins, Shenandoah.

An interesting an dinstructive program was presented. George Hamilton, secretary of the Des Moines Chamber of Commerce, gave the address of welcome. President C. H. Robinson expressed the appreciation of the Association to the members of the committees for their untiring efforts and co-operation in making the show a success. He then introduced Fred K. Chandler, master of ceremonies, who in turn introduced manufacturers, distinguished guests, and visitors.

Jack Kelner of the Rowe Manufacturing Company, spoke on "White Elephants in Your Mind."

Special mention was made of the appreciation for the trouble and expense Mr. R. A. Vogel of the Columbus Vending Machine Company incurred in bringing their moving picture machine and other equipment to ths show to produce their film on taxation. The Columbus people are to be commended for the able manner in which they have developed this film, and it is certainly one that could be seen many times and still one would not be able to derive all the benefits brought forth, as taxation is no small problem facing the operators in every state.

The auction of machines and merchandise followed. Col. Harry Tromanhouser, A. C. Sweetman, Miss Hazel Thompson and Miss Mabel Thompson handled this auction in a most efficient manner.

Show manager, C. P. Harrison and Mrs. Harrison deserve plenty of credit for the successful management of the show, as does Jack Levensky, chairman of the entertainment committee.

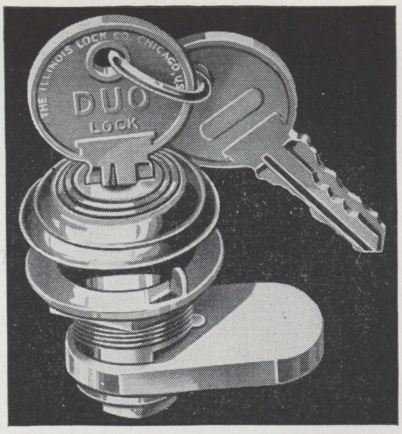
All in all, the show was a splendid achievement.

When a diplomat says "yes" he means "perhaps;" when he says "perhaps" he means "no;" and no diplomat ever says "no." But a lady, when she says "no" means "perhaps;" when she says "perhaps" she means "yes," and no lady ever says "yes."

RAY'S TRACK SALES CLIMB WITH MERCURY

Surrounded by electric fans and ice-cold drinks, Ray Moloney, president of Bally Manufacturing Company, found comfort in the fact that, although the current weather in Chicago makes him feel like a fried ice-cream cone, the unusually torrid summer is boosting the sales volume of Ray's Track, Bally's nine-horse payout race game.

"I attribute this to the fact that people are swarming in greater numbers than ever to summer resorts, beaches, parks and other outdoor amusement centers. And these are ideal spots for Ray's Track. In resort territory profits of $500 to $600 are not unusual for Ray's Track. We have increased our output several times in repeated efforts to catch up on orders, but six days behind on orders is the very best we have ever done. Now with summer-territory operators putting two and three Ray's Track machines in spots ordinarily served by one, the problem of making delivery is tougher than ever."



FOR GREATER PROTECTION
SPECIFY DUO LOCKS

The Lock Experts Couldn't Pick

- Dual Sets of Tumblers
- Unlimited Key Changes
- Protected Codes
- Illicit Key Duplication Practically Impossible
- Extra Strong Key

The ILLINOIS LOCK Company
737 W. JACKSON BLVD., CHICAGO, ILL.

the Orchestrope provides ACTION PLUS COLOR

with ROTO-LITE an irresistible attention drawing feature . . .

To attract the most attention, two things are necessary. One is color and the other is action.

The ROTO-LITE, with which all Orchestropes are now equipped, provides them both, giving a most pleasing moving panorama of constantly changing colors.

This ingenious and colorful action draws everyone's attention to the Orchestrope. Many operators tell us that this ACTION PLUS COLOR feature of the new Orchestrope has increased the coin-intake from 25% to 50%.

In addition to the ROTO-LITE, the Orchestrope has many other exclusive and desirable features. Coin-Slides, Program Holder and Multi-Selector all at the top of the instrument . . . Combined Multi-Selector and Program Holder . . . Handsome and attractive cabinet . . . Tone which everyone concedes to be the best . . . These features, found only in the Orchestrope, make it the best buy on the market today.

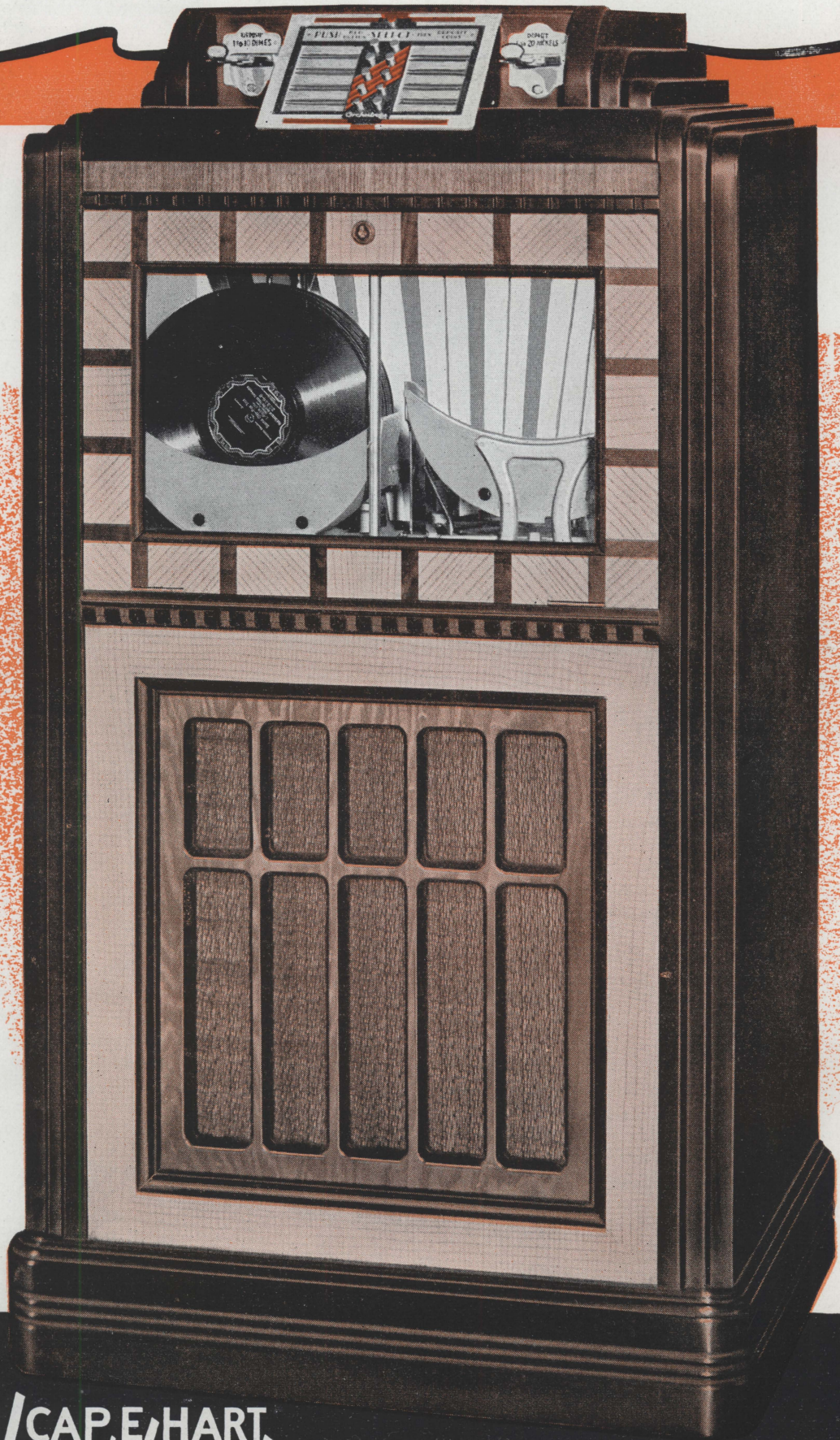
Because of its exclusive features; because of its sturdiness and freedom from service requirements; because of its fair price; because of the business-like and fair policies of the Capehart Corporation, and above all, because the Orchestrope will make them more money, more and more operators are turning to the Orchestrope.

Write today for operators' proposition.

Address JACK E. YEAGER, District Manager
Office and Display, 705 South Ervay Street, Dallas, Texas

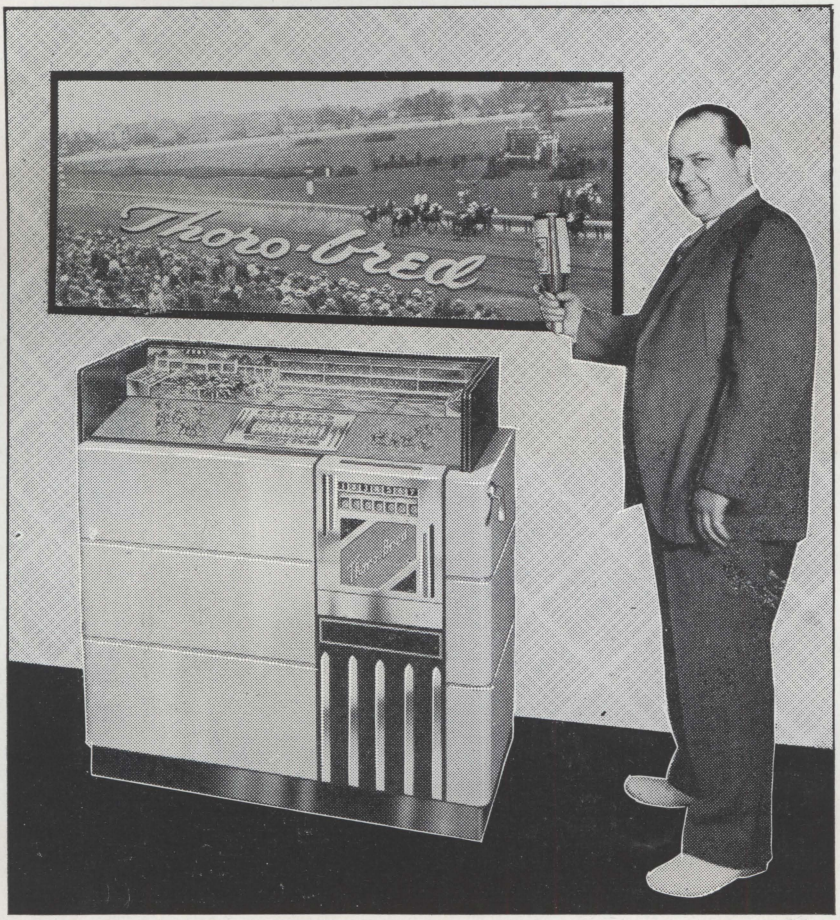
THE CAPEHART CORPORATION, FORT WAYNE, IND., U. S. A.
Cable Address: "Capecorp"
World's Largest Exclusive Manufacturer of Automatic Phonographs

"the phonograph with the thousand dollar tone"



CHESTROPE
ODEL M-I W

THE CAPEHART
Orchestrope



WESTERN'S THOROBREDS IS ANNOUNCED BY JIMMY JOHNSON

Appropriately launching Thorobred on its money making career, Jimmy Johnson, owner of the Western Equipment and Supply Company, celebrated the occasion by breaking a bottle of genuine imported champagne over the first Thorobred machine to come off the production line. While the spectators were sweltering with the summer heat and hating like the devil to see that bottle of "paradise lost" all agreed it was a marvelous sendoff to this great new Western production.

The story of Thorobred from start to finish is very interesting. Many months ago, the idea was conceived in the experimental laboratories of the Western firm. Like the proverbial "acorn that grew to be a giant oak," the thought of Thorobred, which was at first just an idea, blossomed into a magnanimous reality.

Western engineers set to their arduous task with a definite promise to produce "the greatest automatic machine the industry has ever seen." Hours and days of concentrated effort and honest-to-goodness hard work meant nothing to these fellows. Step by step, devising, inventing, proving new mechanical principles as they went along, these engineers had the first hand made model ready for display at the 1936 Coin Machine Convention in Chicago.

Compliments and backslapping was the response by the operators when Thorobred was demonstrated in the Western Equipment rooms at the convention. However, Mr. Johnson and his engineers were not satisfied that this first model was the best they could produce. Refusing to take heavy advance orders for Thorobred at the time, because he knew that he could offer them a far superior machine, Mr. Johnson with definite mechanical improvements in mind, instructed his engineering staff to forget that first model and "start from scratch." Accompanied by many "it can't be dones" and "it's an impossibility" the Western engineers again set to this seemingly impossible task. Well, the Thorobred machine, now ready for immediate delivery is conclusive proof that "Western did it, and how!"

Thorobred is unusually attractive. Designed by one of the nation's foremost designers of fine furniture, the cabinet is 43½ inches in height, 41½ inches in width and 18 inches in depth. The chromium and black stripings, the vividly colored background and horses and the shining chromium fittings combine to emphasize one of the finest looking machines ever produced by a manufacturer. Western offers Thorobred in a pearl gray model and a matched walnut model. Either model readily adapts itself to the furnishings of exclusive locations.

Seven players may play Thorobred at the same time. They drop their coins in the multiple, visible slug-proof coin chutes and then slightly press a convenient lever. The mutuel odds, from two to thirty, change and the horses are off on an exciting run along the illuminated chromium track. The horses give the players many exciting thrills because of the uncertainty until the very finish as to which one will win. As they run, the leader will be overtaken by possibly the horse running last. Many of the finishes are actually decided by a nose. Many real race tracks are now using the "photograph finish" or "eye in the sky" to determine a winner. Thorobred adopts this same principle in a "lightning eye." Immediately upon a horse winning, the "lightning eye" illuminates the number of the winner and likewise the mutuel odds automatically paid out in the front swinging payout drawer.

The new Western double action payout unit is used in Thorobred. This marvelous payout unit is rigidly constructed of all steel. Disperses coins twice as fast as any other motor driven payout unit manufactured. Specially designed shunt wound motor with an eleven segment commutator, that delivers twice the power of ordinary motors and runs half as long. The Western motor driven double action payout unit functions perfectly with a coin tube load. It has a clearance adjustment feature which insures correct payout of coins. Tilted coins, bent, linoleum, paper or cellophane slugs will not jam or clog because the clearance adjustment device automatically adjusts itself to any thickness. An automatic brake insures perfect reloading after each payout.

Operators who appreciate fine mechanical engineering will realize the superhuman job turned out by the Western engineers.

Another new feature of Thorobred is the convenience of collecting those big receipts of which this great Western machine has already proven itself on test locations. Instead of the conventional metal receptacle, each

Thorobred contains a beautifully designed duck canvas bag (one thousand dollars in five cent coins capacity) which is hooked up to receive the coins. When the operator makes his collection, all he has to do is remove the bag with the receipts in it, and hook up the empty bag. Two duck canvas bags are shipped with each Thorobred machine.

SET RECORD WITH FOUR CARLOADS OF WURLITZERS IN ONE WEEK

New York. — Modern Vending Company, who have become known throughout the coin machine industry as the "record breakers," this week, broke all standing records for music machines in the history of this industry by receiving four carloads of the new 1936 Wurlitzer phonographs.

Nat Cohn and Irving C. Sommer of the firm reported that they would have easily exceeded even this tremendous record if the Wurlitzer factory had been able to squeeze in a two car shipment for this past Friday. This would have made it five carloads for the one week instead of four.

The industry believes that this record will stand for a long time to come in the music field due to the fact that the Modern Vending Company is using the Wurlitzer phonographs in such large quantity in an effort to reach the 5,000 mark by the end of this year.

They received two carloads of Wurlitzers on Monday morning. This was followed by another carload on Wednesday and still another on Friday. Each carload was unloaded and on the way in less than two hours time. It is believed that this in itself is a record.

There isn't a single Wurlitzer left in the Modern showrooms. At the present rate it is believed that within another six weeks they will have completed their order for 2,080 of the Wurlitzers. This is the all time high for phonograph orders and for which Modern Vending Company is greatly commended by the entire industry this past month.

Regarding the four carloads received in one week by the firm, Nat Cohn stated, "Of the many records in the coin machine industry for delivery and shipment of machines, we believe that we have set the greatest record in receiving four carloads of Wurlitzers in one week's time. A record that will stand for many years to come.

"It proves the tremendous popularity of the Wurlitzers in New York. It also again proves that they are, without doubt, the greatest musical instrument which has ever appeared in the coin machine industry."

Irving C. Sommer said, "Though we were somewhat disappointed in not receiving five carloads of the new Wurlitzers this week from the factory, we feel that within the next week or so the factory will be in a position to deliver these five carloads and that we will break even this sensational record.

"Nat will agree with me that we are out to make even a greater record than five carloads in one week. My personal ambition is to receive the complete week's production of the Wurlitzer factory and when this happens I will then believe that we have made a record which will forever remain foremost in the minds of all the members of the coin machine industry.

"Until then the records we are making will only be the path we are building to the greatest record of all time, the full week's production of the mighty Wurlitzer organization delivered direct to Modern Vending Company as the machines come off the production line, and the completing of the 10,000 Wurlitzers for the city of New York which is our ultimate goal in the music business."

TEXAS CENTENNIAL NEARS 2,000,000 ATTENDANCE MARK

Dallas, July 18.—The Texas Centennial Exposition neared the 2,000,000 attendance mark tonight.

The man, woman or child who will bring this figure is expected to pass through the turnstiles late Monday or early Tuesday.

Gulf Refining Corporation had the largest group delegation on the grounds today with between 10,000 and 15,000 officials and employees of this concern attending. Texas, Oklahoma and Louisiana cities were represented. J. D. Tong, Sherman, won the award for the employee longest in service. In other contests Edwarda Jean O'Keefe, 3 of Post, and Billy Patrick, 11, of Beaumont, won in the division for redheads.

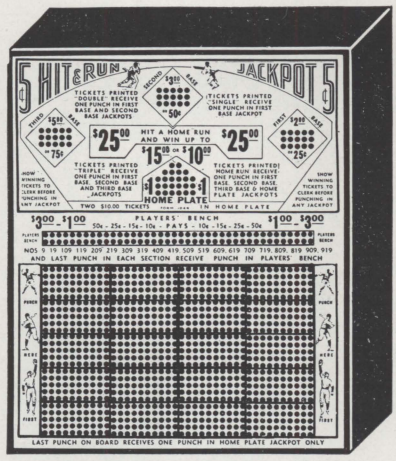
Close behind the oil people were Czecho-Slovakia-Americans, who, under leadership of Dr. V. Soukup, Prague, vice-president of Czecho-Slovakia, began a three-day celebration. Their program reaches a climax tomorrow afternoon with the athletic sokol, mass gymnastic demonstration, by 600 participants from all ports of the nation.

Childress had a delegation present today for their special day.

The Centennial entertained three "queens" today, Miss Theda Varie Smith, Joplin, Mo., "smile girl of the Ozarks;" Miss Helen Sheppardson, Dallas, queen of the Texas Woman's Benefit Association, Pageant for the Southwest, and Miss Marybeth McGurk, Chicago, queen of western railroads. Tomorrow night Miss Dorothy Cox, Lyons, Kan., "Miss Kansas," will be entertained.

Attendance today at the exposition here was 50,979, bringing the total since the opening June 6 to 1,905,243.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.



A HARLICH JUMBO BOARD

HIT AND RUN

No. 1049 - JACKPOT - 1000 Holes

WITH LATEST BASE-RUNNING FEATURE!

Players punching tickets reading "Single," punch in 1st base; "Double" in 1st and 2nd base; "Triple" in 1st, 2nd, and 3rd base, "Home Run" in 1st, 2nd, 3rd and Home Plate, with a $25.00 possible winner.

SMALL AVERAGE

BIG PROFITS

Takes in $50.00
Average Payout 18.88

Average Gross Profit.....$31.12

Price $4.49 each, Plus 10% Tax

Price includes easels and 6 fraud-proof tickets.

HARLICH MFG. CO. 1411 W. Jackson Blvd. CHICAGO, ILLINOIS

CHICAGO COIN MACHINE COMMENT

By W. C. DILLON

Automatic World Representative *185 N. Wabash* *Telephone State 8971*

EYE-APPEAL—RELATIVE TO LOCATION

Driving across the country it is no trouble at all to tell a small time Hick town upon reaching it. It has all the earmarks of having been built several generations ago. The originators having since passed "over yonder" and the present natives are in no way interested in the upkeep and appearance of the stores, residences, streets or park.

Upon entering a store at such a place to purchase candy or some other confection, one usually encounters an old fashioned glass showcase, the glass of which has not been washed for weeks or months, and the candy contained therein is tossed about in haphazard manner, with no resemblance of display, and regardless of how perfect the candy man may have been when received by the merchant, the brutal treatment it has undergone in the display case has reduced its appetizing appearance to where it registers on the prospective purchaser's mind as a conglomeration he will not have, and the purchase is passed up.

Selling merchandise under such conditions kills sales for both the merchant, and the manufacturer who supplies him. The same identical thing happens to a merchandising vending machine operator, who does not follow the trend of the times by replacing his out of date machines in his desirable locations, with the latest type of machines having eye-appeal, in order to create a desire upon the part of the public to spend their money.

Every operator knows the gross take of each and every machine, whether he is operating a few or several hundred. He knows in which classification each belongs as far as income is concerned. Such records, in fact, should be maintained in order to quickly analyze the status of any location relative to income. The income of a machine depends on eye-appeal of the machine to the public in the location it serves. By making a study of the locations it can be determined what kind of a machine should be indexed on the record card as to class (eye appeal), and type. Locations of machines should be changed to meet eye-appeal requirements.

In making such replacements of machines, the old ones in the first classified locations should be placed in the second class locations. Like wise these machines should in turn, be placed at the third class points, and the last ones placed on the fourth classified location. The machines taken out of the fourth classification should be disposed of altogether.

The point we are trying to make is that each location should be given an eye-appeal classification. For example, in classification number one, only the latest modernistic and up-to-date type of machines should be included. The type and class of people that frequent this class of location have a tendency to pass up antiquated machines, they are however attracted to modernisticly designed ones. In determining eye-appeal of machines and what ones to place in this and that location, an operator must be able to judge the class and type of people that visit the different locations. If the patrons of a certain place are of well to do class, then a Class 1 machine will increase the income from this location regardless of whether or not the income is at present great or small. Subsequent classifications of locations can be set up according to types of people frequenting them. What the operator wants is more revenue. Changing to modern types of machines on classification No. 1 and replacing the machines in classifications 2, 3 and 4, with ones from the higher brackets, will increase his income.

Putting a modern machine that rightfully belongs in class 1 location, at a class 4 location, would not mean increased receipts, as the class of people patronizing this class of location are not interested in appearance, they just want what is in the machine. As a matter of fact a location of this type may have several machines that pay the operator far more than a like number located at some ritzie spot on Fifth Avenue. In Chicago there are plenty of well paying locations that rate fourth class in regard to eye-appeal which if they should be changed to Class 1 machines, the operator would have to keep a bull dog chained to it to prevent it being swiped. This brings forth the point that the class, the style, and the eye-appeal of a machine installed on any location depends upon the type of its patrons. It is not upon its gross receipts. Therefore it is just good business for an operator to analyze his respective locations and to purchase and keep new machines for his Class 1 locations, and shift the older ones to lower classifications. Going through with this plan will take some time, according to the number of locations being served, but once a study is made and recorded on an indexed card it will be a permanent record, and it will be well worth the effort as it will result in increased receipts from all locations where changes of machines are made. After all it is Ol' Man Coin we are after. Going after it this way will make him say Howdy.

Breaking It Gently

Air Pilot—"Have you heard the remark, 'See Naples and die?' "

Passenger—"Yes."

Pilot—"Well, we are over Naples and the engine is not functioning."

He came in and sat down alongside of her. He was a clean cut goodlooking chap. She smiled at him. The place was deserted. In a low tone he said: "Please give me what you gave me last night."

She hesitated, looked wildly about her and suddenly cried out: "Sunnyside up on toast and a cup o' coffee."

NEW ORLEANS and LOUISIANA NEWS
CONDUCTED BY
ADAM LEIDENHEIMER

Reorganization of the music machine operators of New Orleans was recently affected under the title of United States Music Operators of New Orleans. More than a score of the leading music men of the South's largest city were on hand at Pipitone and Pace's office on South Scott street to help draw up a new code of ethics, fix operators' percentages at 75 per cent under $10 plays and 65 per cent for amounts above $10. Jerry Germenis, well known Wurlitzer operator and distributor, was elected the organization's first president; A. M. Monte, vice-president, and F. P. "Buster" Clesi, secretary-treasurer.

To be exact, fourteen of those present immediately signed pledges to adhere strongly to the rules and regulations of the Association, to cooperate at all times with the officers and to pay $2 a month dues.

These operators are also pledged not to solicit other operators' locations. If caught doing so, they will be tried and if then found guilty will be barred from further association with the other members. Locations found guilty of agreeing to chiseling against members with whom they have a signed agreement are to be blackballed and co-operative upholding of the blackballing is promised. Meetings are to be held monthly at the same address and occasional buffet luncheons or get togethers are planned.

* * *

A score of the music operators of New Orleans recently gathered in the offices of the Electro Ball's local branch to witness a demonstration in Seeburg's automatic phonographs under the direction of Andy Kehoe of the Chicago office of Seeburg Corp. Following the demonstration, J. Fred Barber, branch manager, led the boys to a long table where a big spread in the form of a buffet supper was served. And believe me there sure was plenty to eat and drink. In advance of the program, little groups of the operators divided up to some real games of cards, and a few others even went so far as to drop in a few real nickels in some of the good looking machines that Fred always keeps handy around the place for prospective customers.

Among those present for the occasion and waiting around in hopes that Fred will soon throw another such party were F .P. "Buster" Clesi, Jack Senac, O. J. Theriot, Louis Sahuc and E. R. Senac, Jr., all of the Great Southern Novelty Company; Ernest Petrosky and Andrew Monte of the A-M Amusement Company, Louis Murphy, Milton Shott, Robert Rodham, Joseph Mancuso, Domenico E. Fazzio, John Escude, F. Dunne, Fred Barber and Andy Kehoe.

* * *

On an extensive tour of Louisiana and East Texas territory last week was Fisher Brown, well known distributor of standard makes of coin machines. Mr. Fisher was particularly anxious to confer with operators and distributors in the Pelican State of the Rockola products. Found seated in his room at the Roosevelt in New Orleans while in that city, Mr. Brown said that he was optimistic about the future of the music and pin machine business and pointed out that a firm with maintenance of an organization of high class salesmanship is sure to succeed in finding business good. This is probably Mr. Brown's secrets of such great success in the machine business.

* * *

Machine operators of Baton Rouge, the state's capital, are surely going to miss the unusually heavy play enjoyed for the past 60 days as the Louisiana Legislature adjourns and the solons wend their weary way homeward. The legislative body seemed to take a liking to the boys and several proposals placed before both the House and Senate planned to add a burden to the operation of pin games, slots and even music machines were voted down by a good margin while others were never even successful enough to reach a vote. On several occasions that this correspondent was in Baton Rouge when the Legislature was temporarily adjourned, groups of the best known legislative leaders in the state were seen dropping nickels in the machines and got a thorough kick out of watching the little balls head for the payoff holes.

"How do you like that Palooka you're playing there?" I asked one senator.

"This is a great little game and believe it or not I stand several dollars ahead," he answered with a broad smile.

And it's true for he was lucky enough to hit $1.50 on at least two occasions as a good-sized group of spectators looked on.

"He's been one of my best players since the Legislature opened," the location owner told me.

* * *

P. H. Holmes, youthful operator of Franklinton, La., spent several days in New Orleans last week and says that he had a good time going over the town. "They kidded me a whole lot about my weight while down in the big city," he said, "but the cooking is so good down there I just let them rave on and helped myself to a second helping."

* * *

Over at Bogalusa, that's the town where a business boom is promising another deep water metropolis, the Hack Brothers are doing a fine business with their large line of pin games. Bally operators, these two

young fellows are finding their trade growing with the ever increasing population of this big sawmill, paper and other big manufacturing center.

* * *

E. A. Price and Martin Tortorich are the big Bally ops at Baton Rouge. They say there is a heavy play in spite of the more stringent rules set up against the machines by town officials recently and the closing of the Legislature. A few machines were lost in that city when the officials suddently clamped the town but merchants kicked aplenty and machines are again in the good.

* * *

Robert E. Williams, popular operator of West Monroe, La., finds business good in his section of the country where big gas wells are running to full capacity and bringing with them an era of general prosperity. Robert, though an oldster in years of experience in the coin machine business, is still plenty young and looks upon the game as one with a good future. Dan Gilbert, his associate, is equally optimistic. In other words, Dan is Robert's yes man.

* * *

Charles Miller, new assistant branch manager in New Orleans for Stelle & Horton, formerly a native of down Texas way, returned to Houston last week but only for long enough to walk down the center aisle and then to help New Orleans' population gain a lady citizen by jumping the next train for the Crescent City. Congratulations, Charlie, and here's hoping that the old aviator operator finds a clear ceiling in the sky of matrimony.

LOCATION PROTECTION

In the course of time possibly some one will design a method for dropping a coin machine thief into a pot of boiling oil, on the job as he applies the age-old art of cleaning out the machine or carrying it bodily away.

However, heating oil is expensive, and after all it is not exactly needed now due to an all-steel machine safe having been designed that incloses one, or several machines of most any type and size, in which the machines can be locked up at night and over the week-end.

There are thousands of locations where operators would issue forth a grand sigh of relief if they knew their machines were locked up in a safe place with no danger of being cleaned out or heisted during the night. The greater the value of the machine and its contents, the greater the risk to the operator. These safes are a long delayed answer to an operator's prayer. They are constructed to last for years—and they will protect.

In addition to protecting payoff and other such expensive machines, these safes are opening up locations for merchandising vending machines that up to now have been out of the question due to the danger of the machines being broken into or carried away at night. There are such a multitude of such spots, both indoor and outdoor that it is not necessary to enumerate them. Places where crowds congregate during the day, in many instances regardless of the risk of night attacks at such locations, operators take a chance on a gum machine or a nut machine of some inexpensive type, but they also would like to place 5c vending machines carrying several lines of merchandise, such as candy bars, etc., if they but dared do so. But knowing the location and its "night natives," they dare not take a chance in placing an expensive machine. For all such spots we advise operators to investigate the all-steel machine safes which will be found described in an advertisement in this issue. Having been in the bank protection business for a number of years, I realize these safes are constructed so that they offer actual resistance to an attack, and are good protection to buy.

W. C. D.

JOE CALCUTT ORDERS 400 BALLY-ROLLS

Announcing his initial order for 400 Bally-Roll machines, "bowling-bame" built by Bally Manufacturing Company, Joe Calcutt of the Vending Machine Co., Fayetteville, N. C., expressed his belief that this type of equipment is destined to greater success than most operators believe.

"This order," said Joe, "while one of the largest ever placed in this industry from a price viewpoint, is only a starter. I've sent my repre-representatives into many sections of the country to size up the public reaction to this type of game; and, as a result of my survey, I am confident this is the game that's going to bring about an unprecedented era of high earnings for operators. Many operators do not yet realize what a boon this is starting, but they will when they see batteries of 5, 10 and 20 Bally-Rolls collecting crowds in every city and hamlet of the country. Bally Manufacturing Company's Bally-Roll is the machine of my choice. For mechanical simplicity, beauty of design, portable construction and noiseless operation, Bally-Roll answers all requirements for this type of equipment."

Occasionally a woman of a decade ago was seen with a hat like that worn today, but it was always just after she had emerged from a shopping crush.

"Find cure for X-ray sickness." That must be the ailment which youngsters frequently get on school days, the one it is so easy to see through.

SUBSCRIPTION BLANK

Automatic World
P. O. Box 765,
Fort Worth, Texas.

$1.00 for 15 Months
$2.00 for 3 Years

Enclosed find ..... Dollar(s) for .....
years subscription to your magazine.

Name .....

Address .....

City or Town ..... State .....

Operator ..... Jobber ..... Manufacturer .....

.....

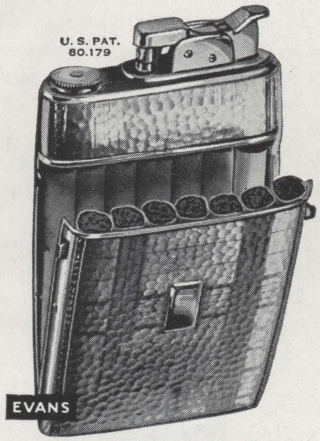
GIGANTIC SUMMER SALE!

SELECTED MERCHANDISE FOR ROTARY-MERCHANTMAN-CRANES-PUNCHBOARDS

at COST *and* BELOW COST

WRITE FOR OUR "SPECIAL SALE BROADSIDE"

THIS EVANS CHROME COMBINATION CASE IS ONE OF THE MANY OUTSTANDING VALUES OF THIS SUMMER SALE



IN DOZEN LOTS
NET COST
$1.25 EACH

ILLUSTRATED BROADSIDE MAILED ON REQUEST ONLY

SALE
LASTS FOR
30 DAYS
ONLY

VIKING
REG. U. S. PAT. OFF.

PIONEERS OF THE DIGGER INDUSTRY

LEADERS IN THE MERCHANDISE FIELD

ERIC WEDEMEYER

IMPORTER—MANUFACTURER

162 FIFTH AVE., NEW YORK

NACOMM—NEWS

The lumber industry appreciates the substantial outlet for its products furnished by manufacturers of coin-operated machines.

This is evidenced in two articles in recent issues of lumber trade papers. The "American Lumberman" of May 9 carries the following article:

Game Manufacturers Buy Wood

"Lumber and furniture industries are contributing about $2,000,000 worth of material to the nation's amusement through the cabinets they sell to members of the National Association of Coin-Operated Machine Manufacturers, it was announced at a meeting of the body in Chicago. About 25,000 of the cabinets are mainly of walnut, and designed for automatic multiple record phonographs. Birch, maple and plywood are used for approximately 150,000 cabinets annually which are used in making games of skill, it is said."

In the July issue of "Hardwood Record" there is another item on the use of lumber and cabinets in this industry, as follows:

Watch that Coin Machine Market

"As an antidote for the far-below capacity production at cabinet and furniture plants, with attendant loss of market for hardwood lumber and veneer, the coin operated game industry is acquiring ever-increasing importance. Already, cabinets aggregating several million dollars in value are flowing into that field with every promise of consistent increase in volume. A majority of the cabinets are of excellent cabinet construction using fine face veneers and sturdy solid wood parts. The association of manufacturers of these machines estimates that 25,000 cabinets are principally of walnut, and the remaining untold thousands going into the so-called 'pin' games are of walnut, birch and maple, principally, employing large areas of plywood, and costing $8 to $12 each for the cabinet alone.

"And now the field is rapidly broadening through the remarkable development of the export market. The record of exports for the first six months of 1936 contains promise of a notable future in this direction, one Chicago firm reporting a recent shipment of a lot of 500 games going to England.

"The manufacture of the machines is almost entirely an assembling industry, and cabinet makers and wood interests can find encouragement in the fact that the business has now settled down to a replacement turnover of about 150,000 games annually."

* * *

Glass sales for use in skill and amusement games continue to attract the attention of trade magazines in that industry.

The June issue of "Glass Digest" has the following item:

Big Glass Sales to Pin-Game Industry

"Chicago—Little as the glass producers may suspect it, they have a factor in the Nation's amusement industry.

"This developed at a meeting just held in the Sherman Hotel, Chicago, following which members of the National Association of Coin-Operated Machine Manufacturers announced plans for the sale of 150,000 new skill or amusement games, commonly known as pin games.

"The new supply is to replace models among the 450,000 games sold during 1934 and 1935. Each of the new models will have a glass top about 2 feet wide by 4 to 5 feet long.

"Games produced in the two years just past required some 3,000,000 square feet of glass."

ERIC WEDEMEYER PUTS ON GIGANTIC SUMMER SALE

Eric Wedemeyer, well known importer and manufacturer, located at 162 Fifth avenue, New York City, is putting on a gigantic summer sale and Mr. Wedemeyer has his prices down to cost and below, so now will be the time for you to stock up.

They are pioneers in the digger industry. Don't fail to take advantage of what this gigantic sale offers. Write Eric Wedemeyer at the above address and they will be glad to send you their big illustrated broadside which will enable you to make your selections. This sale is to last for the next thirty days.

Awful Fix

Zeb Boggs dropped by Jed Hoskin's place one afternoon in hopes of mooching a little liquid refreshment. However, Jed didn't appear to get the idea and finally Zeb threw out a hint: "That persimmon beer you made must be gettin' right good by now."

"It's too derned good," Jed replied. "The blamed stuff puckered up the necks of the bottles an' now I can't pour it out."

COURT HALTS DRIVE ON PIN MACHINES

Police seizure of pin ball machines was ordered halted yesterday by Judges Finletter, Brown and Heiligman pending decision on injunction proceedings instituted before them to restrain the police from further confiscation of the devices.

The action was filed by Frank F. Engel, who named Mayor Wilson, Director of Public Safety Emanuel and Superintendent of Police Malone as respondents. Three machines owned by Engel have been seized recently, as have 107 others in various establishments, with the police contending they are gambling devices.

A possible indication of the eventual decision of the three judges was given by President Judge Finletter, who commented at one stage of the proceedings that "the proofs did not establish the fact that these pin ball machines, as exhibited and demonstrated in the court were gambling devices."

The jurist added that "they merely furnish amusement and gambling is something that might be added by the players themselves." He cited universal use of playing cards for purposes of innocent diversion, although some players use them for gambling purposes.

Engel told the Court that various types of pin ball machines had been operated in cigar and drug stores, taprooms, railroad stations and bus terminals and hotels. He said they were leased to these places, with provision for a 50-50 division of the proceeds after deduction of the cost of merchandise given as prizes.

His attorneys, former Public Safety Director Lemuel B. Schofield and Bernard R. Cohn, cited Engel's payment of $1 a year for license for each machine and 4 per cent of the gross receipts for a permanent amusement permit in contending the machines are legal.

Six typical machines were operated in court by Engel for the enlightenment of the three judges.

Go and Do Likewise

Temperance Advocate: "I strongly object to the custom of christening ships with champagne.' '

The Other Man: "I don't; I think there's a temperance lesson in it."

Temperance Advocate: "How can that be."

The Other Man: "Well, directly after her first taste of wine the ship takes to water and sticks to it."

MINNEAPOLIS ASSOCIATION COMBATS UNFAVORABLE PUBLICITY

J. Don Leary, secretary of the Minneapolis Amusement Games Association, writes telling of the clever way in which their Association handled the unfavorable publicity which is given the coin machine industry in the motion picture, "Bullets or Ballots."

Realizing the impossibility of attempting to keep the picture from showing in Minneapolis since the movies never spare anyone if there is a possibility of drawing large crowds to a sensational picture, the Association wisely and tactfully sent out letters to 800 merchants in their city. Mr. Leary suggests that other associations use this method in similar situations. We quote the letter as follows:

Dear Friend:

If you did not have an opportunity to see "Bullets or Ballots" at the Orpheum, be sure to see it at your neighborhood show-house.

It doesn't seem possible that such conditions can exist, and possibly they are exaggerated.

But—

The Minneapolis Amusement Games Amusement Association was organized to see that just such conditions could not exist in Minneapolis, with the result that the standard of operation of our industry in Minneapolis is the best in the United States.

Now, Mr. Merchant, we can't do all the work, and now is the time for you to come to the aid of our organization.

1. Do business with an Association member. You will know him by the label on the machine.

2. Educate your customers as to what we are really trying to do.

3. If your machine does not cary a label, call Atlantic 3921, and we will see that you get a machine run by an Association member.

We are enclosing a copy of our membership requirements and Code of Ethics. From this you can readily see that if your operator is a member of our Association, he is the kind of man you want to do business with.

We will appreciate your reaction to this letter.

Very truly yours,
N. MacDonald.

To this fine letter was attached the membership requirements and the code of ethics of the Association. An operator must be a qualified voter in Minneapolis, must operate only approved machines, and must be willing to operate machines according to law and the code of ethics. The code: He must be willing to co-operate with each and every member, and merchant doing business with member, in maintaining machines according to law and sound business principles; willing to refrain from interfering with, molesting, or in any way doing anything to cause another member damage directly or indirectly; willing to submit all grievances to grievance board, composed of executive committee, and abide by their decision.

Moose Lake Favors Licensing Pin Games

By a vote of almost two to one, Moose Lake, Minn., voted in favor of licensing pin games. This special ballot was printed and used at the regular election on June 15. Mr. Leary says that, so far as he knows, this is the first time pin games have ever been put direct to the voting public for approval.

Mr. Leary advises that credit for winning the election should go to Mr. Bob Henderson, one of the operators who lives in Moose Lake. He worked hard in campaigning for the passage of the bill.

This group of enthusiastic workers really accomplish worthwhile things.

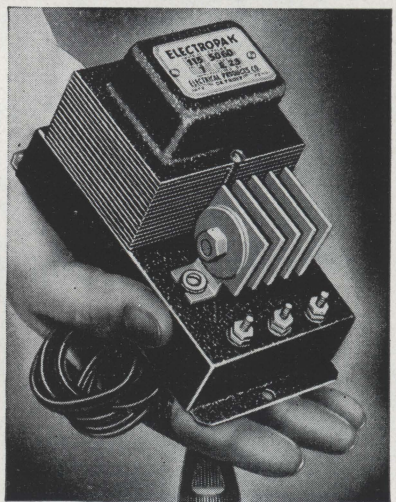
BALLY COW-GIRL ROUNDS UP ADMIRERS

The pretty cow-girl, whose lariat spells out "Roundup" in Bally Manufacturing Company's announcement of that game, is getting plenty of fan-mail from ops who would like to meet the model. Herb Jones, Bally advertising manager, states that one Texas group even offered the gal a job in a Centennial show. "Sorry," Herb adds, "but she's only an artist's dream—a composite picture of all the various descriptions I have heard when Texas coin machine men get together to broadcast the beauty of Texas women."

Jim Buckley, Bally's general sales manager, puts in his oar to say that the game, Roundup, is making an even bigger hit than the cow-girl. Roundup is Bally's latest 1-shot payout game, and features a double payout with $25 gold award.

Tom Wrenn is now in charge at Electro-Ball Novelty Company, N.W. Ninth street, Oklahoma City, since the transfer of Byerly to another location.

BELIEVE IT OR NOT!
You'll wear out 479 coin chutes without even one minute's interruption in the continuous operation of your ELECTROPAK



ELECTROPAK—Eliminates Batteries!
ELECTROLOK—Prevents Pay-Table Cheating!

. . . and you'll SAVE at least $60.00 worth of batteries per game each year—money in the bank for you!

ELECTRICAL PRODUCTS CO. INC.
6527 RUSSELL STREET
DETROIT, MICHIGAN
CHICAGO OFFICE 628 W. JACKSON BLVD. • NEW YORK OFFICE 152 WEST 42ND ST.

Why Not Reap the Benefits of Advertising in the AUTOMATIC WORLD?

Automatic World reaches operators all over the entire world and it especially covers the great South and West like a blanket. Our readers are loyal to the very end when buying. That is why the publishers are so in earnest in their efforts to really serve the industry better and better each month.

Join the many others who have found Automatic World so powerful in selling. It's your opportunity to move your products with the least selling expense.

Start advertising in the August issue. It will be a good investment for you.

CONSTRUCTIVE PUBLICITY FOR COIN MACHINE OPERATORS

By ISAAC WERT

Favorite sport of Fred H. Smith, a Western coin machine operator, is trout fishing. On a trip with four other rabid fishermen, he caught a wonderful string—several big fellows, weighing six to nine pounds. (They grow like that in some parts of the West!)

Back to town, Smith went to the local newspaper, and reported the facts to a reporter. Result—the following news item the next morning:

Smith Caught Big Ones

"Fred Smith, local coin machine operator, was a proud man as he exhibited to the Tribune staff his catch on Bear Mountain Creek. Four big ones weighed from 6¼ to 9 pounds 3 ounces!

"It's the best catch, by far, any local fisherman has made in years.

"Smith says that a Royal Coachman fly did the damage. He was accompanied by Joe Stone, local banker; Sam Kimble, hardware merchant; Lee H. Rawlins, building manager, and Warren S. Piper, school superintendent."

This news item illustrates several principles in publicity which every coin machine operator ought to know. His industry needs much constructive publicity. And it can be had—if operators will simply "play the game."

To get into print, first, you must do something. Fred Smith likes to fish; but there are dozens of things a coin machine operator can do which lead to publicity. He can hunt, obviously. He can be a Boy Scout master. He can attend big-league baseball games, and intercollegiate football events, in company with well-known citizens.

He can join the Parent-Teachers Association, and serve on committees, ultimately becoming president.

He can have interesting hobbies, such as photography, stamp-collecting, antiques.

The idea is that in his "private life" the coin machine operator should, constantly, do things which lead to newspaper stories. This is old strategy. Every politician practices it. The candidate of today is the man who, yesterday, got his name into the paper a good many times!

The second rule—and the news item quoted demonstrates it—is, having done something, tell the newspaper about it. It is standard newspaper technique to publish a good deal of personal news. Editors like to receive it. They regard as good friends men who telephone in "live" news, or who walk in with it, or mail it in.

Get acquainted with the newspaper staff—that is the third rule. Cultivate them. Go fishing with them—or to the ball game. The better you know the newspaper boys, the better you will get into print in a nice way.

There is a fourth rule. In publicity, associate yourself as much as possible, with important organizations or movements, and foremost local people.

Again refer to the fishing news item. Here, Fred Smith is placed with four community leaders. This is mighty good for Fred—it puts him in the class with real folks.

As the reporter was making his notes on the fishing trip the coin machine operator said to him, "Joe you'd better mention my business—there are two or three other Fred Smiths in this town!"

It is obvious that, as often as possible, the operator's business should be mentioned in connection with his name.

The reporter saw the point. Probably he understood he was giving Fred Smith some free advertising—but what of it- Hadn't Fred brought him in a nice news item, the sort of thing that would interest every fisherman and a good many others?

So the operator who is tactful can see to it that his business is mentioned, along with his name.

Suppose he has returned from a trip to Chicago, or New York, where he has looked over the latest in coin machine models. Back in his home town, he goes to the newspaper office, and gives facts of his visit. Something about the business and political situations, as he has observed them on his trip. And then he plunges into an enthusiastic recital of some of the latest novelties in automatic merchandising. He relates the story of the most spectacular "robot" he has observed.

He gets some of this news into print, in many cases. Of course, size of community matters. The coin machine operator returning to a city of 50,000 or under, often can. When clubs or other coin machine organizations hold dances, banquets, annual meetings, and the like, they should obtain publicity for them. The

very fact that the industry is organized, and its association meets regularly, commands respect, secures public esteem. Moreover, almost all newspapers regard organization news as important news.

The annual meeting always should be followed by some publicity. Any newspaper will publish the new list of officers.

There is an old psychological principle which coin machine operators should heed. It is this—"People like that which they are familiar with." Let coin machine operators make their names well-known. Let them get their industry into print, on every constructive occasion. These things will help to build good will and understanding.

Someone may ask, "Why get into print?" The writer already has suggested its importance, as a public relations policy for the coin machine industry. In a personal way, operators will benefit.

If you know the operator of vending machines which are to be found at many convenient places in a community, do you not think that you will be more disposed to patronize those? Of course you will. And that goes for the general public.

If every consumer could know, personally, the owner of merchandise machines he sees from day to day his consumption of coin machine goods would go up like a rocket, as a matter of averages.

So, get to be known—and keep your name before the public.

On Friday, June 3rd, Gerber and Glass were hosts to a large group of out-of-town operators and jobbers, who came in to "headquarters" to find out all about the newest equipment. One of the operators stepped over to Keeney's Velvet game, which was on display there, and started to play it. Before long, Velvet was the center of attraction and Paul Gerber and Max Glass just couldn't get the fellows down to talking business. It seemed that these fellows just couldn't get over the idea of Keeney's "cash in" or "replay" feature. One after another the operators and jobbers took their crack at the game, and mutterings were heard, such as "Boy, would she go swell on my location," "It's the answer to an operator's prayer," "Whatta game," etc. As a result, Gerber and Glass' visitors concentrated their buying on Velvet and all exclaimed that their visit to "headquarters" was truly successful.

HUGHES GIVES REAL INFO ON SYMPHONOLA

A. C. Hughes, manager of the phonograph department of the Electro-Ball Company, Inc., gives the operator real honest-to-goodness facts in a sales letter which he sends to operators interested in automatic phonograph operation. The letter, accompanied by a beautifully illustrated brochure of the four Symphonola High Fidelity models reads as follows:

June 10, 1936.

Dear Mr. Operator:

Now if this doesn't interest you—throw it in the waste basket!

But, if you can use the following information, if it means anything to you coin machine operators—then keep on reading.

We are now in a position to give you facts and figures as to phonograph location averages gathered particularly from the states of Texas, Oklahoma, Louisiana, Arkansas and Tennessee since January 1st of this year. We have asked for and received actual weekly reports from operators of large units of phonographs in these various states, and without an exception, they come within a few cents of the same average in line with the models listed below:

Seeburg Selectophones (10 record job), gross is $5.84, operator's part $4.19 per week.

Model A & B Symphonolas (12 record job), gross is $9.59, operator's part $6.59 per week.

Model D Modernistic DeLuxe Symphonola with two speakers and a seven tube amplifier (12 record job), gross is $16.27, operator's part $10.67 per week.

Now, as stated above, these are actual figures, and can be produced and shown to any operator that may be interested. Surely this is food for thought. To the coin machine operator, who doesn't operate music, this certainly should attract your attention, and prove to you, beyond any question of a doubt, that it is a wonderful investment from a standpoint of cash receipts, and it is surely safe and sound. To the operator that is already in the coin phonograph business, this information should convince you that it pays to buy the larger and finer models. Another thing, don't overlook the fact that the operation of phonographs is stable. When you buy a Seeburg Symphonola, you can depend on the life of the instrument, from a standpoint of obsolescence, being anywhere from five to seven years. Now, from a standpoint of wear and tear, would probably be nearer fifteen years.

For your information, we are enclosing a new descriptive folder showing the complete models, together with a list of prices and terms.

You may have pin tables, slot machines, or other phonographs, to trade in; of so, write us a complete trade in; if so, write us a complete description, together with the serial number, and we will give you our very best allowances on same.

It is our policy to take one game in on the purchase of one phonograph.

Cordially yours,
ELECTRO BALL CO., INC.
A. C. Hughes, Mgr.,
Phonograph Dept.

ORIOLE COIN MACHINE CORP. SPONSORS RADIO PROGRAM

Always progressive, the Oriole Coin Machine Corporation, 17 South Charles street, Baltimore, Md., has recently inaugurated a radio program which goes on the air every Wednesday from 1:30 p.m. to 2:30 p.m. over Station WCBM.

This firm is to be commended upon their pioneering spirit in presenting the various services of the coin machine industry to the public in such an excellent manner. It certainly should gain a lot of friends for the company and good will for the coin machine industry.

The following is an excerpt from their first program:

"The Oriole Coin Machine Corporation are distributors of coin controlled equipment, including music, phonograph, merchandising, vending and amusement machines. Go to your nearest gathering place, and play 'Fifty Grand.' It's the best nickel's worth of enjoyment you can buy. For cigarettes, candy, and nuts, drop your coins and get what you want without waiting.

"You have probably heard the music from the Wurlitzer Simplex . . . all the latest numbers by famous orchestras. Merchants can increase their revenue and crowds, by installing Oriole equipment."

Give them a great big hand, boys, for really doing a good job. The good will of the public, is after all, your greatest asset.

BALTIMORE WURLITZER-SIMPLEX PHONOGRAPH OPERTORS ORGANIZE

In a meeting and banquet sponsored by the Oriole Coin Machine Corporation, held the latter part of June at the Lord Baltomore Hotel, a splendid working organization was perfected for all Wurlitzer-Simplex and other music operators in the Baltimore area.

Among those present at the organization meeting were Harry Cooper, Jacob Cohen, Joseph Moses, Henry Bletzer, Angelo Rossetti, Jack Alpert, I. Son Cohen, Paul Diek, George Adonaides, Aaron Folb, Ernest E. Waldrop, Sol Hoffman, Max Gaby, B. M. Olmstead, Louis Lesser, E. V. Ross, E. J. Kramer, A. L. Rose, J. A. Darwin, Wurlitzer factory representative, Homer E. Capehart, vice-president of the Rudolph Wurlitzer Mfg. Co., and E. H. Pickering, sales representative from the phonograph division of Mills Novelty Co.

The persons selected as officers of this association were: E. V. Ross, president; Joseph Moses, vice-president; I. Son Cohen, secretary, and Angelo Rossetti, treasurer.

As first speaker of the evening Homer Capehart was introduced by E. V. Ross. Mr. Capehart gave an interesting talg on "Successful Operations" and assured the association that they could depend on the full co-operation of the Rudolph Wurlitzer Mfg. Co. in every respect. Immediately following this talk, E. H. Pickering of the Mills Novelty Co., gave assurance of the co-operation of his company with the association.

The next speaker, E. V. Ross, enumerated the many advantages of an association to location owners and to operators of all makes of phonographs in the Baltimore area. He pointed out the fact that similar associations throughout the country had produced splendid results. Mr. Ross further stated that if uniform commissions were given and all unbusinesslike and unprofitable propositions were eliminated, as at present practiced in the area, then better results would be shown. The association would tend to bring about these satisfactory results.

Following the business meeting a very splendid banquet with plenty of fine foods and drinks were served. Everyone present voiced the utmost satisfaction with the progress the organization meeting had made in bringing the operators together on a common basis of understanding.

IT ISN'T THE SIZE OF THE FISH

There is a paragraph Bruce Barton wrote many years ago that contains much truth: "As one grows older in fishing, even as one grows older in living, there comes the same consoling truth—that one need not catch big fish in order to be happy: that the spirit of the fishing is more important than the size of the catch: that he who fishes well must fish with a calm and tranquil soul, drawing his reward from the joy of his fishing rather than from the weight of his fish.

In fishing for dollars, the same philosophy applies. Happiness comes not from the number of dollars we catch, but from the fun we have as we go along. Often in our efforts to catch big money, we miss many of the simple and fundamental joys of living.

What if you don't make a big catch of fish—you still have enriched your life with sunshine, fresh air, sparkling water, the songs of birds and the peace and quiet of the out-of-doors. And what if you don't become a millionaire—you still have many of the pleasures enjoyed by the millionaire without the worry, boredom and responsibility that are his. Oftentimes he who catches the fewest fish —or dollarshas the best time.

MILLER NOVELTY COMPANY EXPANDS

Miller Novelty Company, 1203 N.W. Second street, Oklahoma City, has moved to its former location which it occupied for four years at 925 N.W. Sixth street.

Miller has added several lines to his business and has bought out five small operators here.

Two salesmen have been added and territory has been expanded.

Miller, who is protestee in the pending slot machine case for Oklahoma, is looking forward to an immediate decision favorable to the slot machine industry. He says "Should we defeat the pending petition it would automatically open the entire state to the slot machine and automatic vending business."

STEADY INCOME ASSURED OPERATORS OF "2 IN 1" VENDORS

When an operator invests in machines, he should carefully consider their "long time" earning possib-il ities. That's the reason why so many "wise" operators are buying "2 in 1" Vendors, says Dave Robbins, who manufactures this machine at Brooklyn, N. Y. Dave has had twenty years of experience with coin operated machines and should therefore know something about them. Dave originally started with peanut vending machines and at one time operated over 1,000. The result of this experience was that Dave learned what important features were necessary to produce the so-called "perfect vendor." In addition to slug protection and waterproof features, the "2 in 1" Vendor is equipped with a special attachment which makes it possible to vend over twenty bulk nut and confection products. By being able to vend such a large variety of products will sell the best in particular locations. Sometimes a product which sells fast in one location will move slowly in another spot. Dave says that the biggest selling items are pistachio nuts in one column of the "2 in 1" Vendor and candy mixed with toys in the other column. The candy and toys appeal to the kiddies and the pistachio nuts to the adults. D. Robbins & Co. are packing a special assortment of toys for the "2 in 1" Vendor as well as for other vending machines.

J. Doyle Cearley, Abilene, Texas, says, "I think the AUTOMATIC WORLD is the best published and every Texas operator should be proud of it." Thanks, Doyle!

You don't know how good food can taste unless you've eaten a slice of bologna and a slice of onion between two pieces of ry bread at midnight.

Shorts in public are all right for those who look well in them, but the decision should be left to a committee.

THEY SAY.....

My service men are collectors now—thanks to **ELECTROPAK.**

And "Juicers" avoid my games since **ELECTROLOK** stopped plug-play cheating.

4 CENTS A WORD

WANT ADS

CASH WITH COPY

TRADE IN YOUR OLD TABLES ON ANY late style machines, liberal allowance. Full information first letter. We also buy. Miller Novelty Co., 925 N.W. Sixth Street, Box 826, Oklahoma City, Okla. (1)

MAILING LISTS, NEWLY COMPILED OF buying operators and jobbers from coast to coast, by states, arranged alphabetically. 2,500 names, $5; 5,000 names, $9; 7,500 names, $12. Our lists up-to-date, accurate because of regular mailings. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.

WANTED—COLUMBUS MODEL 14 BALL Gum Machines. P. O. Box 307, San Antonio, Texas. (1)

WE CARRY A COMPLETE LINE OF ALL the latest floor and counter machines. Big variety of late-model machines at low prices. List mailed weekly. Marion Company, 564 West Douglas, Wichita, Kan. (Reg.)

WE BUY ANYTHING IF THE PRICE IS right and pay spot cash. One ball pay tables, Paces Races, cigarette machines, phonographs, slot machines or anything else. Charles Pittle, New Bedford, Mass. (Reg.)

WE FURNISH ALL TYPES OF TOKENS or Checks for pin games and payout tables, slot machines, etc. Mailing Lists compiled, Coin Counters, Name Plates. Write for circulars and samples. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.

FOR SALE CHEAP—BALLY ONE BALL pay tables. Slot machines. Paces Races. Snack Vendors, and other machines. Write for prices. Charles Pittle, New Bedford, Mass. (Reg.)

PENNY AND NICKEL ALUMINUM TUBE Coin Counters, Stacks, counts, make wrapping easy. Fits pocket. 1c or 5c size. $1.00 each, postpaid. Supreme Products Co., 333 North Michigan Ave., Chicago, Ill. (Reg.)

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

ONE RED SAILS, $50; 1 HOLLYWOOD, $40, 1 Sunshine Derby, $45, 1 Mammoth Derby, $32.50, 1 Repeater, $32.50, 1 Traffic Ticket, $10. Also two Lone Stars, two Put 'n' Take, one Gold Rush, one Scrimmage, one System, one Flash, one Traffic, one Battle. Write for price. One-third deposit with order. Brown Novelty Co., Box 2, Altus, Okla. (1)

COUNT PENNIES AND NICKELS? PRESTO Coin Counter counts and stacks 100 pennies, also stacks nickels. Fits pocket. $1.50 each postpaid. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill. (Reg.)

SLOT MACHINES FOR SALE: IMMEDIate delivery on Mills late model, new or used, slot machines. We have the most complete line of Mills Slot Machines in the Southwest. New machines at factory prices. One day service from our warehouse. For best prices on all late marble tables, get our prices. Enid Mint Co., 711 North Independence, Enid, Oklahoma. (1)

WANTED—TRADE IN YOUR OLD SLOT machines for new or used equipment. Give full information in first letter. Marion Company, 564 West Douglas Ave., Wichita, Kansas.

TRY

an Automatic World Want Ad

Results Assured

RABBIT'S FOOT KICKS IN

"Bally sure started something when they sent out those souvenir rabbit foot key chains," says Jim Buckley, sales manager of the Bally Manufacturing Company. "Good luck and success stories have been pouring in. Here's the latest:

"It's about an operator," Jim continued, "in New Hampshire, who put firm trust in the little rabbit's foot. Seems he promised to have a Bally Challenger game delivered to a certain location not later than July 4th. Accordingly, he ordered the game from his jobber to be delivered the day before. But, due to last minute difficulties, the jobber was unable to get the game through.

"Poor operator! No game, no location, no luck. But lo! On the morning of the Fourth, a representative of Bally's Eastern distributor, John A. Fitzgibbons, happened to be driving through, and he also happened to have a sample Challenger in his car. The operator bought it—fast—and it was delivered to the location on schedule. And everybody's happy.

"The op went on to say," Jim added, "that ever since he's had the rabbit's foot and has been operating Bally games, his receipts have shown a big increase! However, I don't believe that this is due entirely to the little rabbit's foot."

A

ABT Mfg. Co. 52
Advance Machine Co. 48
American Chewing 98

B

Bally Mfg. Co. ....5—12—19—51
Birmingham Vending Co. 50
Brewer, Chas. A. & Sons....30
Brunswick Record Corp. 17
Buckley Mfg. Co. 35-36

C

Capehart Corp. 84-85
Chicago Lock Co. 29
Chicago Metal Mfg. Co....61
Columbus Vending Co. 65
Classified Ads 98

D

Daniel, M. T. 37

E

Electrical Products ...28—40—46—63—63—93—97
Electro-Ball Co., Inc. ....20—81
Ewing, F. C., Co. .... 34—42—44—46—65

G

Gottlieb, D. & Co. ....7—9

H

Harlich Mfg. Co. 87

I

Illinois Lock Co....83

L

Little Nut Vendor Co....68

M

Melbourne Hotel 42
Modern Vending Co. ....10—11—71

N

Norris Mfg. Co. 18

O

Ohio Vending Machine Co....40
OK Distributing Co. 49

P

Pacific Amusement Mfg. Co....76—77
Permo Products Corp. 64
Plaza Hotel 38
President Hotel 34

R

Robbins, D. & Co. 79
Rock-Ola Mfg. Corp.... ..Three Cover Pages
Rock-Ola Mfg. Corp. .... 2—3—4—32—33

S

Seeburg, J. P., Corp.... ....72—73
Sherman Hotel 47
South Coast Amusement Co. 39
Standard Transformer Corp. .... 63—66—70—89
Stoner Corp. 31
Supreme Products Co. ....43—48

T

Turner, L. E. 38

V

Venitor Corp. 41
Viking Specialty Co. 43

W

Wedemeyer, Eric 91
Western Equip. & Sup. Co. ....8—57—63—75
Wurlitzer, Rudolph, Mfg. Co.,
....6-21-22-23-24-25-26-53-54-55-56-57-58

Identify yourself to advertisers by mentioning AUTOMATIC WORLD

No Vacation for TOTALITE!

TREMENDOUS DEMAND . . . BIG PLAY . . . FINE PROFITS . . . KEEP TOTALITE BUSY EVERY DAY . . . ALL SUMMER

TOTALITE is made to order for hot days like these. It's the easiest game there is to play. No effort required at all. Players just push in the coin chute . . . shoot the ball . . . and TOTALITE does all the work! As the balls roll over the magic score-increasing switches, the score is automatically totalled and flashed on the light-up panel. Besides, there is the snappy action of the special ball, as it travels along the elevated run-way and boosts the score 3 times. The player just stands back and enjoys himself—and keeps playing for a higher score!

TOTALITE is a cinch for the operator, as well. With its simple, perfect mechanism, service calls are unnecessary. And with the special cheat-proof score-keeping register, operators simply empty their cashboxes, figure their earnings, and go on their way to the beach or some place else where it's cool.

So take it easy—Let TOTALITE work for you the rest of the summer!

RMC

$49.50

Special Score-Keeping Register $5.00

Distributed in the Southwest By

ELECTRO BALL CO., INC.

Main Office 1200 Camp Street
DALLAS, TEXAS

BRANCH OFFICES:

New Orleans, La. — Wichita Falls, Texas
San Antonio, Texas — Memphis, Tenn.
Waco, Texas — Houston, Texas
Fort Worth, Texas — Oklahoma City, Okla.

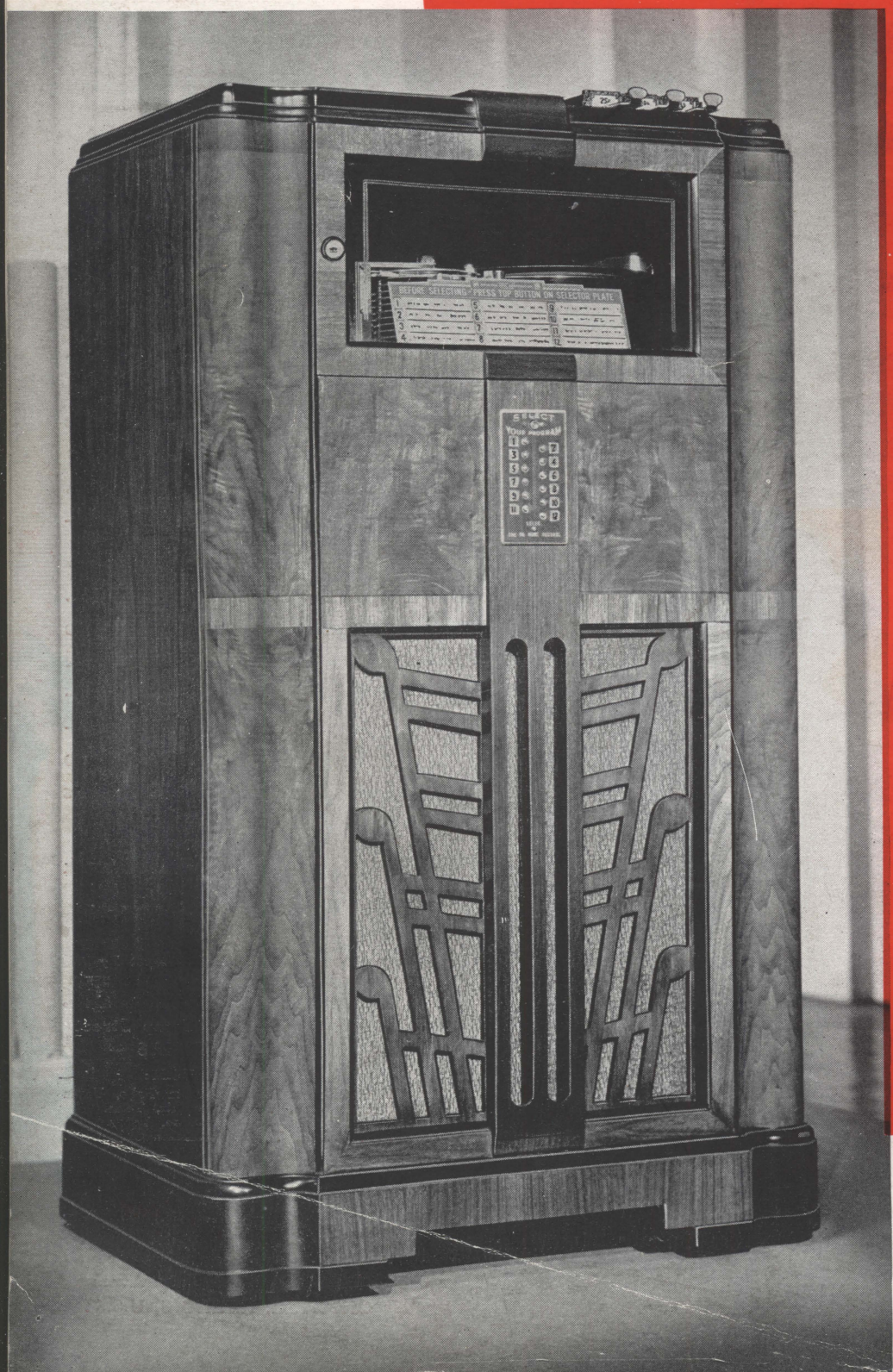
★

ROCK-OLA MFG. CORPORATION

800-876 North Kedzie Avenue
CHICAGO, ILLINOIS, U.S.A.

Those who know!

★ VETERANS OF THE MUSIC BUSINESS SELECT ROCK-OLA MULTI-SELECTORS



★ Everybody knows there is a sweeping nation-wide swing to ROCK-OLA Multi-Selectors.

Leading this important trend to higher quality in music—as provided only by ROCK-OLA Multi-Selectors — is the most experienced music men in the country—the veterans of the business. The men who KNOW.

ROCK-OLA Multi-Selectors are the choice of operators who shrewdly analyze the instruments they buy. The men who look ahead at a permanent business of music profits!

These operators recognize that the ROCK-OLA Multi-Selector mechanism is years ahead of the entire industry. They see in the ROCK-OLA method of tone amplification . . . the crystal pick-up . . . the dual motors . . . and the other exclusive features pioneered by ROCK-OLA . . . the basis for lasting profits. They know their ROCK-OLA Multi-Selectors will be modern and up-to-date when other machines are obsolete and out moded!

Your own business—is it secure . . . safe . . . for the years to come? Build solidly for better profits now— and better profits for the future. Build your business with ROCK-OLA Multi-Selectors!

See your ROCK-OLA Distributor now and discover how simple it is to own your route of ROCK-OLA Multi-Selectors—the best there is in music!

MANUFACTURED BY

ROCK-OLA MFG. CORPORATION

800 North Kedzie Avenue

CHICAGO, ILLINOIS

RMC

Distributed in the Southwest by:

FISHER BROWN

2702 Ross Avenue—DALLAS, TEXAS

BRANCH OFFICES:

Houston, Texas
New Orleans, Louisiana
Oklahoma City, Okla.
San Antonio, Texas
Shreveport, Louisiana